

CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 1, 1985

a Benn publication

Sharp decline
in scripts
for limited
list categories

Easier PI for
veterinary
medicines

Pricing scripts
by computer

Three to be
struck off

Business
statistics:
Consumer boom
continuing



They Trust Your Advice for Treating Head Lice. And with new Suleo Lotions, compliance has never been easier.

Until now, eradication of children's lice has always been a worry for mothers. They believe the strong, pungent smell of traditional lotions is an instant flag to others that the family has lice. And because 12 hour contact was recommended, this often resulted in extra laundering of school hats and pillow cases.

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Another Guaranteed Product from International Laboratories

CHOPEX PREVIEW
SPECIAL FEATURE

The launch of the new Kenwood Spring. There's nothing on earth to touch it.



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- Dispenses straight into the glass.
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- No bottles.
- Exciting, full colour consumer leaflet.
- Full colour P.O.S. material.

KENWOOD



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CHEMIST & DRUGGIST

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Service to Pharmacy

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June 1, 1985
Volume 223 No 5472
126th year of publication
ISSN 0009-3033

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Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732 364422
Telex: 95132 Benton G

Subscriptions: Home £53 per annum.
Overseas & Eire £67 per annum including postage. £1.10 per copy (postage extra). Member of the Audit Bureau of Circulations



Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solihull, W Midlands B90 3AE 021 744
4427 North East and North West: 491
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9HF 061-872 5151 West
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COMMENT

This week a survey by AGB Research shows the adverse affect the limited list is having on script volume and puts flesh on the fears of many medicine manufacturers. There has been a sharp decline in script numbers in the first weeks of white list NHS prescribing.

AGB says both seasonal factors and April's increase in prescription charges may have played some part in this decline. Nevertheless, it is probably more significant than the Pharmaceutical Services Negotiating Committee had anticipated, standing at some 25 per cent over the seven therapeutic categories.

At a seminar on the list held last week (see p1148), Tory MP Charles Wardle wondered if the delay by the General Medical Services Committee in accepting an appeals procedure, could be because doctors are finding the list is more comprehensive than expected. This may be the case in the tranquilliser and hypnotic categories where AGB report a dramatic switch to white list products. Switching has also occurred in the antacids segment, but overall the decline in the other markets is sufficient to suggest a move to pharmacy sales, private scripts or just a greater number of walking wounded in the community.

So far there has been little evidence of trading up, which will be a relief to the Government, but of no consolation to the likes of Smith Kline & French, who the pundits said could expect a boost in Tagamet sales. The Government is also encouraging the use of generic replacements, where they exist, for their branded predecessors. AGB says this is not

happening *pro rata*. Perhaps the efforts of the Government to encourage manufacturers to produce a new generation of "white list generics" will now experience more than the hiccup so far encountered. What is clear is that manufacturers are being hurt, and hurt badly. The 75 per cent fall in prescriptions for expectorants and cough medicines, while expected, underlines the cutting edge of the Government's measure.

Industry continues to have a healthy disregard for the Minister and his list. Two months on, the complaint is still that this method of saving NHS money is both arbitrary and unfair. Labour MP Kevin McNamara, says the Association of the British Pharmaceutical Industry did a good job in limiting damage by getting the white list extended. Indeed, as a clinical pharmacologist, Professor Taylor has few reservations about the final list and raises an eyebrow at some of the products that crept in.

But Mr McNamara and others at the seminar, said the Government had seriously underestimated the destabilising effect the list will have on future investment in the UK by research-based pharmaceutical companies, particularly the multinationals. It would be ironic if the limited list left the next Labour Government with no pharmaceutical companies to nationalise and the next Conservative Government with no-one to boost the trade balance. Both Government and industry will approach the review of the Pharmaceutical Price Regulations Scheme with a new realism that may yet bolster the dispiriting effect of that once great white list hope.

Sharp script decline for list categories

Prescriptions for expectorants and cough sedatives have fallen almost 75 per cent since the introduction of the limited list.

These medicines have effectively ceased to exist as an ethical product class, concludes a survey carried out by AGB Research plc. While seasonal factors have also played a part in this decline, cough preparations have been the hardest hit of the seven therapeutic categories affected by the legislation. The overall number of prescriptions dispensed for these medicines has dropped by some 25 per cent.

There has been a dramatic switch to approved tranquillisers and hypnotics on the "white list", the survey continues. The extent to which branded private prescribing remains in this area will be monitored in the coming weeks: "In the meantime it is interesting that generic replacements are not being prescribed at the same rate in the short term as their branded predecessors."

Overall prescribing of tranquillisers has decreased by one-tenth while that for

hypnotics has shown a marginal increase.

Although non-delisted vitamins such as pyridoxine have maintained volume, the vitamins and tonics sector overall has experienced a significant decline in dispensed volume of 56 per cent, of which part could again be a result of seasonal factors. A similar trend is seen in other sectors, with laxatives showing a 20 per cent decline and analgesics 26 per cent.

The number of prescriptions for antacids fell by 22 per cent. Although the expected switching between delisted brands and their substitutes has taken place, there is as yet no "evidence" of "trading up" to replacement POMs.

The survey points out that the decline in certain categories could also reflect the increase in prescription charges on April 1 — it compares April with February/March. It is available to subscribers to the AGB Drug Index, which monitors details of the drugs dispensed by a representative sample of pharmacies throughout the country. AGB Research, Pemberton House, East Harding Street, London EC4P 4HP.

consumer advertising of medicines is accurate and does not make unsuitable claims, so the consumer is totally protected", he explained.

Mr Alan Smith, chief executive at Pharmaceutical Services Negotiating Committee, told the seminar that if all prescribable medicines within potential OTC areas were converted an additional £220m would be added to the current OTC sales volume. The pharmacist's place is in front of his shop, Mr Smith said, advising on treatment of minor ailments: "The old rule of the pharmacist as a dispenser of prescriptions is now a waste of expertise." That role Mr Smith feels should now be delegated to a junior pharmacist or trained technician.

Professor Alain Li Wan Po from the Queen's University of Belfast, stressed the need to keep up to date with regular refresher courses. Pharmacists should also make themselves far more identifiable and easily accessible to consumers coming into their shops for advice, he said.

Janssen plan to organise more seminars of a similar nature this year. Details from David Mitchell, Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ.

Counter barrier to OTC sales

Pharmacists are throwing away potential sales because their counters are too restrictive making access for consumers far too difficult.

That is the view of Philip Russell, assistant secretary at the Proprietary Association of Great Britain, who was speaking to a group of pharmacists at a seminar by Janssen Pharmaceutical recently.

Pharmacists are in danger of losing business to those willing to give help and advice, irrespective of its accuracy, if they do not establish themselves as the High Street experts on medicines and health related matters, Mr Russell said. He stressed the advantages to pharmacists of placing advertised, branded products on prominent display.

And consumer advertising should be viewed favourably by pharmacists, according to Mr Russell: "The controls levied by the PAGB ensure that all

CCA switch on contract?

PSNC spokesmen have expressed surprise at the Company Chemist's Association's statement last week that it had 'grave reservations' about the new contract.

They point out that all CCA representatives on PSNC voted for the contract at the May meeting.

Response from other contractors is said to have been mixed but with a majority in favour. Most queries were technical.

NZ 'P' rating for Nicorette

Nicorette has been registered as a Pharmacy only medicine in New Zealand. Reckitt & Colman (NZ) will distribute the product, under licence from A.B. Leo of Switzerland.

A spokesman for Reckitt & Colman said that the gum would not be prescribable in New Zealand.

Of the 18 countries in which Nicorette is available, New Zealand is only the second to register it as an over the counter product, instead of a prescription only drug.

AIDS aid gets US approval

Inosine pranobex has been approved by the Food and Drugs Administration in the United States for "compassionate use" in patients diagnosed as having the acquired immune deficiency syndrome.

The move is believed to result from increasing concern among groups "at risk" of contracting AIDS, and reports that patients have been travelling to Mexico, where the drug is available OTC, to obtain supplies. A study of immuno-depressed homosexual patients in New York reported that treatment with inosine pranobex was able to "repair" the damaged immune system and might therefore help to prevent AIDS developing.

The drug, marketed as Immunovir in the UK by Edwin Burgess for the treatment of herpes simplex, will now be available in the US from its developers Newport Pharmaceuticals, for use in individual patients with AIDS or pre-AIDS.

Classification of 'non-proprietary'

Regulations coming into effect on June 1 aim to clarify which blacklisted drugs may be dispensed against prescriptions for non-blacklisted drugs with the same ingredients.

The Regulations state that a pharmacist or dispensing doctor may not supply a Schedule 3A drug in response to an order by name, formula or other description on form FP10 unless the drug has an appropriate non-proprietary name and is ordered by that name or by its formula. He may then supply a blacklisted drug which has the same specification. If the drug has more than one active ingredient there must be an appropriate non-proprietary name for the combination of ingredients.

A "non-proprietary name" is defined as that used at the head of a monograph in the European and British Pharmacopoeia or BPC, an entry in the Dental Practitioner's Formulary or a name in the list of approved names published under Section 100 of the Medicines Act. An "appropriate non-proprietary name" is any non-proprietary name not included in the black list or Schedule 3B (which allows certain drugs to be prescribed for certain conditions).

The Regulations allow all the products described generically under the white list to be dispensed in the form of proprietary Schedule 3A drugs. Blacklisted drugs may not be dispensed against prescriptions for lists of ingredients, even if the individual ingredients have non-proprietary names and so, for example, Solpadeine and Benylin may not be dispensed against prescriptions for their ingredients.

The following substances are added to the black list: acetylcysteine granules, carbocisteine capsules, dextropropoxyphene and paracetamol soluble tablets and dispersible tablets 'Panadeine Co tablets, paracetamol dispersible tablets and soluble tablets, and all forms of vitamin C effervescent 1g tablets. Biotin tablets 50mcg are removed from Schedule 3A and hence prescribable.

The changes are made under the NHS (General Medical and Pharmaceutical Services) Amendment (No 3) Regulations 1985 (SI 1985 No 803).

A colour poster illustrating one person's food for one week, based on the recommendations of the National Advisory Committee for Nutrition Education is available free from Larkhall Laboratories Ltd, 225 Putney Bridge Road, London.



One of Mike Callous' first assignments, after being promoted to sales development manager at Numark wholesaler E.H. Butler & Son, was to take ex-heavyweight boxer and Lonsdale belt holder Henry Cooper to meet three Numark chemists; Mr Jok Gokani of Boughton Astley, Mr H.C. Whittaker of Locrendaw of Leicester and Mr W. Mainwaring, whose pharmacy is also in Leicester. The chemists had won a joint Butler/Faberge competition to attend a boxing evening at the Holiday Inn, Leicester, and an autograph session in each Numark outlet by "Our 'Enry". Mike, left, is pictured with, left to right, Henry Cooper, Faberge's Gary Clarke and the local Faberge representative

Generics (UK) win salbutamol appeal

Generics (UK), a drug company formed in 1981, last week won an appeal over the importation from Italy of salbutamol: patentees Allen & Hanburys market salbutamol as Ventolin.

The court allowed Generics' appeal against an injunction granted to Allen & Hanbury by Mr Justice Falconer on December 7, 1984, preventing importation of the drug by Generics.

The appeal judges — Lord Justice May, Lord Justice Slade and Lord Justice Lloyd — set aside Mr Justice Falconer's judgment, in which he held that it was an infringement to import the drug from Italy into the UK if the drug had not been marketed in Italy by Allen & Hanbury's, or with their consent.

The Judge had also held that importation of the drug would be an infringement of the UK patent although it was coming from within the EEC, where it was non-patentable.

Lord Justice May said that since Mr

Justice Falconer's judgment, the Court of Appeal, in a patent action, had ruled that a licence as of right took effect as soon as it was applied for even if its terms had not been settled. Generics had applied for a licence to import salbutamol and could not be said to be infringing Allen & Hanbury's patent, or threatening to infringe, as the final terms of the licence had not been agreed or settled by the comptroller.

"In the circumstances and, as at present advised, I think that the proper course for us to take, having allowed the appeal, is to remit the motion for an interlocutory injunction to the learned Judge, who may well take the view that it should stand adjourned until the terms of any licence to which the appellants are entitled are known, giving liberty to either party to apply," said Lord Justice May.

Lord Justice Lloyd said points in the case concerning imports, involving a construction of Article 37 of the Treaty of Rome, might have to be referred to the European Court.

The whole question of when a licence of right begins to operate is still subject to appeals to the House of Lords, both in Generics case and the previous patent action decided by the Appeals Court.

Easier PI for veterinary medicines

The Government proposes to make it easier to parallel import veterinary medicines from EEC member states. Comments on the move are being invited from interested parties by July 17.

The change is being put forward because, says the Ministry of Agriculture, in some cases the present arrangements constitute a restriction to intra-Community trade which is not justified on grounds of public or animal health.

It is proposed that an Order should be made under Sections 13(2) and (3) and 15(1) and (2) of the Medicines Act exempting certain veterinary medicinal products from the provisions of Sections 7(3) and 7(4) of the Act, subject to certain conditions.

The products concerned would need to

be licensed in the UK under the Medicines Act 1968; manufactured in the European Community according to the provisions of the product licence, and in the licence holder's original packaging and labelling which would have to comply in every respect with the Medicines (Labelling) Regulations.

The effect of the Order would be to allow any person to import these products from an EEC member state and to sell and supply such imported products, says the Ministry.

Immunological products (vaccines, sera, toxins, antisera and antitoxins) and products requiring special storage would be excluded from the scope of the Order say MAFF.

The conditions for parallel importing would be that adequate records were kept and satisfactory recall procedures operate.

Comments are sought from representative organisations on the proposals which should be sent, by July 17, to Mr W.F.G. Strang, Ministry of Agriculture, Fisheries and Food, Tolworth Tower, Surbiton, Surrey KT6 7DX.

will require foil or bubble packs for safety in handling.

British Standard bottles are proposed for oral liquids and topical products, though square section plastic containers are recommended for certain topical solutions. The working party also considered possible changes in practice, including unit dose dispensing and the effect of clinical budgeting, but concluded that standard ward packs would be required for several years to come.

The absence of agreed requirements prevents major efficiency savings, says the NPSC. While many manufacturers offer their own version of "ward packs", the lack of uniformity prevents the optimum use of NHS and industrial resources.

Ward packaging under review

Consultations are now in progress with the pharmaceutical industry, the Health Authorities and user professions, on packaging specifications for ward drug stocks proposed by a working party of the National Pharmaceutical Supplies Committee.

For tablets and capsules, rectangular bottles are proposed, but an alternative specification based on a round plastic container has not been ruled out. The Committee recognised that some products

the industry will be using its influence in the coming months to highlight alternatives to extending positive lists of permitted and provisionally allowed substances. "The vast majority of substances used in the industry's products have been used for many years and should be accepted, unless there is a sound reason to do otherwise."

Mr Ashley says he hopes the CTPA will have the support of the Government in ensuring the industry was not stifled by needless over-regulation. In 1984 the industry in the UK had a turnover of £1,000m at mrp, an export turnover of £376.3m and a positive balance of trade of £198.3m.

Cyril Ashley retiring chairman of The Cosmetic, Toiletry and Perfumery Association Ltd, says in the annual report,



Amateur photographer Graham Owen is the winner of a recent Kodak/Chiltern Radio competition — organised in conjunction with Kodak's "Living Body" exhibition. Graham's prize shot shows his twin sons Daniel and Darren, together with friend John Martin, caught unawares during a picnic at St Albans. Each of the boys were given a 3500 disc camera plus £10 vouchers for a local Bath toyshop, while Graham himself got £50 worth of Kodak film

Claims action in Canada

The Canadian subsidiary of Herbalife International Inc, a herbal products manufacturer, is facing charges of misrepresenting its products and misleading its customers.

According to a recent story in the Toronto *Globe and Mail*, the Department of National Health and Welfare in Montreal has laid 24 charges against the company whose main business is in vitamin supplements and a meal replacement programme that guarantees weight loss. While the products have been approved for sale as drugs or foods and comply with labelling requirements, the Department is objecting to claims made in the Herbalife Career Book, which distributors quote when advising customers.

The Ontario Dietetic Association has objected to the meal replacement programme, which uses diuretics and high doses of vitamins, saying it is not a healthy way to lose weight.

by Xrayser

Drug trials legislation?

The Government is to consider new legislation for drug trials involving healthy volunteers. Minister for Health Kenneth Clarke told the Commons last week.

Guidelines from the Royal College of Physicians recommend that volunteers be given a full explanation of the proposed procedure, including the risks and that they should ordinarily give written consent to all but trivial procedures. "We will consider the need for legislation on this and other aspects of drug trials involving healthy volunteers in the light of updated advice we are awaiting from the College, the Association of the British Pharmaceutical Industry and the Medicines Commission", he said.

Private specs drop in price

The downward trend prices of private spectacles continued in 1984, according to the annual survey carried out by the Federation of Optical Corporate Bodies.

The average price of a pair of complete private spectacles was £53.84, a drop of nearly £3 from the 1983 average of £56.39. In 1980 the average price was £54.71, so taking inflation into account the difference in prices represents a 50.4 per cent decline in real terms. Further decreases are expected with the ending of general availability of NHS spectacles.

The survey, published as "Optics at a glance", shows an increase in the average price of health service spectacles from £9.90 to £16.03 in 1984.

Formaldehyde safety rules

Control limits for formaldehyde have been adopted by the Health & Safety Commission.

From January 1, 1986, occupational exposure to formaldehyde should be controlled so as not to exceed two parts per million (2.5mg per cubic metre) in air averaged over a ten minute period. A similar limit has also been set for longer-term exposure — two parts per million, eight hours time weighted average.

The new control limits replace the current recommended limits which were set at the same levels.

Blown up or overblown

So now we know. The PSGB is the largest, the most powerful, the most influential and the wealthiest pharmaceutical society in the world. I could well believe it is the biggest, and certainly the wealthiest. And we all know why. But as to whether it is the most influential and most powerful... The statements by Mr Lewis leave me incredulous.

If we are powerful why haven't we been using that power? Or is it just powerful in comparison with the Pharmaceutical Societies of Outer Mongolia or Greenland? Why have we had to wait for a contractual obligation to be set for standards of premises? And then not until 1985!

It is the Society which should have been pressing for standards, via nominees, to such groups as Pharmaceutical Services Negotiating Committee and National Pharmaceutical Association.

It is the Society which should have been running an in-depth continuous advertising campaign to make recognised the latent acceptance of our role in the community — not the NPA, which is primarily a commercial organisation. The Society has plenty of room for throwing its weight about.

Fear and trembling

Last week I dared to think about how community pharmacists would fare under the terms of the new improved charter, still secret then. When I saw the cut-off figure of 16,000 scripts a year I nearly died. There are months when I have dropped below the 1,333 items needed to cover that annual number.

What a volte face! A "U" turn worthy of any politician. The loss of the basic practice allowance is being hailed as a major advance!

We spent years trying to get into a situation where our services were being valued as a professional input, and now we find this being abandoned in favour of a piecework payment, by way of a fee and a 5 per cent on-cost.

Big deal, if you are a big boy. Unfortunately I never grew, or rather, I shrunk in the face of outside uncontrolled competition which might now finally have my guts for garters for free.

Everyone is rejoicing are they? Delighted with "all or nothing" are they? I

can think of 1,250 pharmacies who may be less than over the moon. More like over the side.

However since I'm too young to die, and fortunately just scrape over the 16,000 script bar, you'll be having me around for a while yet. Perhaps some of the proprietors of smaller pharmacies may be older and willing to take the not ungenerous goodwill price of a year's whole NHS renumeration. It could reduce pharmacy numbers to about 8,500 too, thus further reducing the appeal of retail pharmacy to companies like Reckitt.

Having said that, benefits lie in the enhanced value of the remaining pharmacies, and the mechanism to prevent urban leapfrogging. New pharmacies in less likely areas needing the service will be possible too. Statutory standards for premises have long been overdue. But the more I think of it the less I like the disappearance of the BPA and all hope of a second pharmacist allowance.

Finally, like David Reid of Southend, I think it essential now to ensure regulations are back-dated to this announcement time, to prevent a scramble of maddened leapfroggers determined not to lose out.

Time, please gentlemen

Something will have to be done about the time taken by our Statutory Committee to deal with cases.

You will have learned about the case dealt with four years after the offence, with the offender struck off, only to have an appeal judge quash the penalty, on the grounds that the delay was far too long. He was right. It is not right for a profession to act thus. Yet when we look at the dates involved in current hearings it is by no means uncommon to see them referring to events which took place, or were discovered, one or two years previously. The situation is intolerable, if only because it means we are seen as willing to allow members who may be unfit, to practice for lengthy periods after it has been shown they are unfit.

Equally, it is unfair that transgressors should have to remain in the shadow of uncertainty a day longer than is necessary. If our inspectors were given stronger powers and could take instant action when abuses were first seen, a fair proportion of cases would probably never need a statutory hearing. And then those which were serious, or had nothing to do with pharmaceutical conduct, could be dealt with in a matter of a month or two from the time of the report.

PRESCRIPTION SPECIALITIES

Vibramycin once a day for acne

Vibramycin is to be promoted to doctors as a once a day treatment for acne in a 50mg capsule presentation.

Promotional literature for the product stresses that a once a day regimen will improve compliance and the calendar packaging will improve it further. And cost comparison with minocycline shows Vibramycin to be almost 50 per cent cheaper.

Manufacturer Pfizer Ltd, Ramsgate Road, Sandwich, Kent CT13 9NJ

Description Green and cream capsules, marked "VBM" and "Pfizer" containing the equivalent of 50mg doxycycline as the hydrochloride

Indications Acne vulgaris

Dose One 50mg capsule daily for six to 12 weeks, or longer, dependent on response

Contraindications, warnings etc

Hypersensitivity to tetracyclines.

Administration in pregnancy or to children under 8 years old not recommended. Staining of teeth can result. Other contraindications, etc as for other preparations of doxycycline

Pharmaceutical precautions Shelf life four years

Packs Calendar pack of 28 capsules (£7.30 trade)

Supply restrictions Prescription only
Issued June 1985

Cervagem pessaries

Manufacturer May & Baker Ltd, Dagenham, Essex RM10 7XS

Description Yellowish white spindle shaped vaginal pessaries each containing 1mg gemeprost, a synthetic prostaglandin derivative of the E series

Indications Softening and dilatation of the cervix uteri prior to transcervical intrauterine operations in pregnant patients during the first trimester

Administration Allow pessary to warm to room temperature in unopened foil wrapper before use. Then one pessary to be inserted into the posterior vaginal fornix three hours before surgery.

Adequate dilatation and softening is generally maintained for up to 12 hours after insertion. Beyond the recommended three hour interval incidence of gastrointestinal side effects and uterine pain may increase

Contraindications Hypersensitive to prostaglandins

Precautions Use with caution in patients with obstructive airways disease, cardiovascular insufficiency, elevated intraocular pressure, cervicitis or vaginitis. Should not be used for induction of labour or cervical softening at term as foetal effects have not been studied

Side effects Vaginal bleeding and mild uterine pain, similar to menstrual pain, may occur between administration and surgery if the interval is more than three hours. Nausea, vomiting, loose stools or diarrhoea may occur but are rarely severe enough to warrant treatment. Other effects include headache, muscular weakness, dizziness, flushing chills, backache, dyspnoea, chest pain, palpitations and mild pyrexia

Pharmaceutical precautions Store in original pack below 4°C. Avoid temperature cycling. Once the wrapper has been opened any pessary not used within 12 hours should be destroyed

Packs Container of 10 unit dose foil sachets (£165 trade)

Supply restrictions Prescription only
Issued June 1985.

unrest, exceptionally nausea and vomiting. Shivers and febrile reaction may occur in early phase and several hours after infusion. If mild reactions occur the infusion rate should be reduced

Pharmaceutical precautions Store powder at 2-8°C. Use reconstituted solution immediately

Packs Combination pack of 2.5g (£39 trade) or 5g (£78)

Supply restrictions Prescription only
Issued June 1985

Erycen tabs

Berk pharmaceuticals have introduced a branded generic version of erythromycin.

Erycen tablets each contain 500mg erythromycin as the ethylsuccinate. They come in packs of 100 (£12.07 trade) and 500 (£60.35 trade) tablets. Berk

Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG.

Ileodress pouches

Ileodress one-piece drainable pouches have been introduced by Squibb Surgicare. They come in standard opaque and clear and will be available on FP10, say Squibb.

Standard opaque come in starter hole size 19mm (ref no. S831) and pre-cut hole sizes: 25mm (S832); 32mm (S833); 38mm (S835); 45mm (S836); 50mm (S837), and 64mm (S840).

The standard clear come in starter hole 19mm (S841) and pre-cut hole sizes: 38mm (S841) and pre-cut hole sizes: 38mm (S845); 45mm (S846); 50mm (S847), and 64mm (S850). They are all priced £14.30 trade per pack of ten. **Squibb Surgicare Ltd, Regis Lane, Moreton, Merseyside L46 1QW.**

Simplastic catheter

The Simplastic suprapubic catheter from Franklin Medical is claimed to have eight design improvements over others currently available.

It comes in 10, 12 and 16 Ch sizes in boxes of five. They cost £9.96 trade for each catheter and are on bonus until the end of June, say **Franklin Medical, PO Box 138, Turnpike Road, Cresssex Industrial Estate, High Wycombe, Bucks HP12 3NB.**

MORE SPRAY. LESS TO PAY.



**150ml
for only
£1.25**

Radian-B Spray for rheumatic and muscular pain. A bigger can containing 150ml of spray relief.

A smaller price than other branded sprays . . . just £1.25

Quite simply, far better value for your customers. And of course, even bigger sales and profits for you.

- Contact your wholesaler for special terms.



**Reaches the
pain other
sprays cannot
reach**

The Radian-B Spray Can delivers product very efficiently **even upside down**. So, it can bring quick, effective pain relief to **all parts of the body**.

Radian-B Spray: value-for-money, valued relief.

EXERCISE MAKES YOU FAT!



Push



By reaching up and putting Slazenger's new range of sports toiletries on her shelf, this young lady is in danger of acquiring a few pounds. Because a new concept in body maintenance with the name Slazenger on it is sure to have a profitable future. And the success of our range could have her

performing this exercise at least once a day. Regularly replacing the Frequent Wash Mild Shampoo, Anti-Dandruff Shampoo, Anti-Perspirant Deodorant (aerosol and roll-on), Deodorant Stick, Shower Gel and Talc. Phew!

We're shaping up ourselves by spending £1,000,000 on



television advertising in support of all the products. The first burst begins in June. If you want to clean up by people cleaning up after their exertions, perhaps you should try this simple exercise yourself. The Slazenger Sport toiletries range is available from the Beecham toiletries sales force.

Please ask your local representative for ordering details.

NEW Slazenger Sport Toiletries
BRING YOUR BODY BACK TO LIFE

THE DIFFERENCE TRILUDAN® WILL MAKE TO YOUR HAY FEVER SUFFERERS

Those who drive and operate machinery

In objective tests^{1,2} Triludan has been shown not to impair performance or affect driving ability.



Those who take exams this summer

School and college exams usually fall right in the middle of the hay fever season. With Triludan, there is no longer the agonising choice of putting up with the distracting symptoms of hay fever or taking a sedating antihistamine.

On Triludan, students can avoid impaired performance when studying or taking exams.

scribing
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blets. White,
nd flat faced,
vel edge tablets
th M in two con-
ntric circles on
e side, and a
ored bisect line on the other. Each tablet contains 60mg terfenadine
suspension. A white oral suspension containing 30mg terfenadine in
ml with a citrus-mint odour and taste. **Uses** Triludan is an
antihistamine which is indicated for the symptomatic relief of hay fever
& allergic rhinitis. **Dosage & Administration** Adults and children over
years. One tablet twice daily or two 5ml spoonfuls twice daily
children 6-12 years. Half a tablet twice daily or one 5ml spoonful twice daily

further information is available on request from Merrell Dow Pharmaceuticals Limited, Meadowbank, Bath Road, Hounslow, Middlesex, TW5 9OY

Contra-indications, Warnings, etc.

Patients with known hypersensitivity to the drug

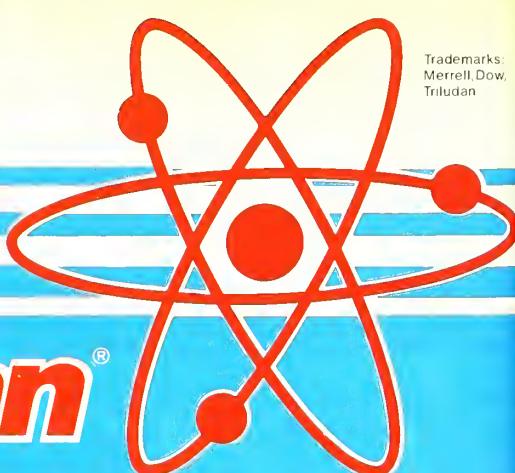
Precautions Although animal teratology studies have not indicated adverse effects, Triludan, like most medications, should not be used during pregnancy nor during lactation unless, in the opinion of the physician, the potential benefits outweigh any possible risk. **Side-effects** Headache, sweating, mild gastro-intestinal disturbances and skin rashes have been infrequently reported. In objective tests Triludan has been shown to be free from central nervous system side effects. Reports of drowsiness are extremely rare. **Overdosage** One patient took 25 tablets (1.5G) and gastric lavage was performed one hour later with good recovery of tablets. There was a transient fall in blood pressure. Liver function tests initially and two days later were normal

No other problems were noted and

there was no effect on consciousness. **Pharmaceuticals**
Precautions None. **Legal Category** P. **Patient Purchase Price** £1.78
(inc VAT) for 10 tablets. **Further Information** In actual driving tests

Triludan does not impair performance nor is there a change in mood.
Product Licence Number Tablet PI 4425/0024. Suspension PI 4425/0057
Reference: 1. Betts T et al. *Brit Med J* 1984; 288: 281. 2. Clarke C.H. & Nicholson, A.N. *Br J Clin Pharmacol*. 1978; 6: 31

MERRELL DOW®



Trademarks:
Merrell, Dow,
Triludan

Merrell
Medicines
confidence in pharma

Triludan®
terfenadine

HAY FEVER RELIEF. AVOIDS IMPAIRED PERFORMANCE



K-C extend Brevia range

Kimberly-Clark are expanding their panty liner range with the introduction of a deodorised product under the Brevia name.

Kotex Brevia deodorant panty liners are available in packs of 30 and retail at the same price as the standard product. The pack is light blue with the words Brevia and deodorant in white and Kotex in yellow.

"In the past three years deodorant panty liners have gained 15 per cent of the total panty liner market which this year is expected to reach a record £9m at retail prices — 17 per cent of total towel sales," says marketing manager Chris Porter. Kotex Brevia and Dayfresh accounts for around 30 per cent of total panty liner sales claims the company.

"Panty liners have established themselves as the fastest growing sector of the total personal hygiene market and we believe this trend will continue."

Kimberly-Clark Ltd, Larkfield, Nr. Maidstone, Kent.

Diocalm to run on TV

Diocalm features in a £300,000 Press campaign which runs until July.

Advertisements have been booked in national newspapers and women's magazines, say Beecham.

A free-standing colour counter merchandiser is available from sales representatives, say Beecham. *Proprietaries-Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Canon offer new compacts

Canon are expanding their range of 35mm compact cameras with two new models: the Sprint and the Snappy S.

The Sprint (£89.95) — part of the

company's AF35MII collection, is the first fully automatic Canon camera to offer a close-up facility, allowing flash photographs as close as 45cm to the subject. It is also a DX camera — another first for Canon.

Other features include autofocus and automatic film winding.

The Snappy S (£59.95), which replaces the Snappy 20, has no autofocus facility, but is otherwise completely automatic. It is available in orange, black, green and yellow.

The two new cameras will be backed by television and Press advertising. National newspapers will be used from July through to the end of the year. A commercial will go out in all television regions in September, October and November. *Canon (UK) Ltd, Canon House, 2 Manor Road, Wallington, Surrey SM6 0BW.*

Sun of Quant

A sun-care collection called Sunset is being introduced by Mary Quant.

The collection featuring a yellow livery with geometric design comprises: sun tan lotion SPF 4, sun tan oil SPF 2 and after sun moisturiser, all to retail at £4.25. *Gala Cosmetics & Fragrances Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth KT6 7LU.*

Wilkinson's high Profile

Wilkinson Sword's current £900,000 television spend for Profile runs until the first week in August.

The 30-second commercial, featuring a young Guards officer, should be seen five or six times by some 3.5 million viewers says the company.

Profile will also be backed with a £0.65 trial price offer — the normal price is £0.99. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.*

June winners from Unichem

This month's Unichem classic winners promotion runs until June 29. Window bills and shelf talkers will be available on selected lines.

Products featured are: Ambre Solaire, Baby Wet Ones, Carefree Panty Shields, Cuticura talc, Dextrosol doubles, and singles, Elastoplast, Fashion Style perms, Germolene, Germoloids, Kotex

Simplicity, Loving Care, Marigold gloves, Mum Quick Dry, (refill and rollette), Optrex, Silvikrin hairspray, Wilkinson Sword retractor 5s, 10s, Konica films.

Members' offers are available on the following: 2nd Debut, Amplex aerosol and roll-on, Anadin, Arrid aerosols, Ballet toilet tissue, Alberto Balsam conditioner, Deep conditioner and shampoo, Biactol, Bodyform 12s, 20s, Bristows hairspray and shampoo, Califig, Camay, Colgate dental cream, pump (regular and blue minty), Colour Run, Corimist hairspray (25 per cent extra), Cossack hairspray, Cream Silk conditioner (plus free 50ml travel size), Cushioncare, Delrosa, Dentylne, Disprin, Dr Whites looped towels, Efferdent tablets, Empathy shampoo, Eucryl toothpowder, Faberge family deodorant, Harmony colourant, Imperial Leather soap, Kewells, Lanacane, Librofem, Milk of Magnesia liquid and tablets, Minima 10s, 20s, Nair, Naturelle conditioner, Nice 'n Easy, Nippon, Nivea, Palmolive family shampoo, shave creams and sticks, Pears shampoo, Radian B, Radox Showerfresh, Robinsons barley water and orange drink, Schick disposable II, Scholl, Signal toothpaste, Solarcaine aerosol, lotion and cream, Stain Devils and salts, Sunsilk shampoo (25 per cent extra), Supersoft hairspray, Triac lotion, VO5 conditioner (25 per cent extra), Vaseline petroleum jelly No 1, 2, 3, Vidal Sassoon 'D' shampoo, original salon formula and sensitive shampoo, Vivax body spray, VO5 hot oil and shampoo (20 per cent extra), Wernets, Wilkinson Sword double edge, Wood Nymph, Zest twin pack (plus free drink mat).

Sundries available are: Wisdom toothbrushes, Tommee Tippee, Red Kooga and Grangewood, Denman hairbrush merchandiser, Wilkinson Sword scissors, Newtons chiropody sponge and Unichem sponges. *Unichem Ltd, Cox Lane, Chessington, Surrey.*



Unichem member Peter Scragg, MPS, (left) of G.H. Trott Chemists, Rectory Road, Worthing, receives the 4,000th prize in Unichem's classic winners promotion. Unichem's group sales manager, Geoff Bass, is pictured presenting Mr Scragg with his £100 prize.



Beecham push haircare ranges

Beecham Toiletries are promoting Silvikrin shampoo and hairspray, and Headlines shampoo with added-value offers on-pack.

Flashed with 20 per cent extra free, 240ml and 150ml bottles of Silvikrin shampoo — in all variants — are available at the normal prices of the regular 200ml and 125ml sizes.

Flashed with the same message, 360ml,

210ml and 120ml cans of Silvikrin hairspray are on sale at their normal 300ml, 175ml and 100ml size prices. 175ml tubes of Headlines — flashed with "50ml extra free" — are also available at the price of the regular 125ml size. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Kaolin revamp

K/L Pharmaceuticals have repackaged their kaolin poultice in white polypropylene screw top jars.

Initially the Pharmacy Only product will be supplied in 200g packs (£1.09 trade).

Prescriptions specifying the K/L brand of kaolin poultice will be reimbursed at the net cost charged to retail chemists, those not specifying the product will be paid at Drug Tariff price, says the Department of Health. *K/L Pharmaceuticals Ltd, 25 Macadam Place, South Newmoor Industrial Estate, Irvine KA11 4HP.*

Blankets... with chips

Three new microchip controlled overblankets join the Dreamland line-up this month.

The range, called Golden Princess, features a deep-pile gold acrylic fabric which is machine washable, and a microchip temperature control.

"The advanced microchip bedside control is silent in operation, and once set to the most comfortable sleeping temperature will compensate for variations in room temperature," say Dreamland.

The range includes a single and double bed size, and double bed size with dual controls allowing both sides of the blanket to have individual heat control. Approximate retail prices are GA 91E single £47.95, GA 92E double £57.95 and GA 93E double dual £64.95. *Dreamland Electrical Appliances plc, Shore Road, Hythe, Southampton, SO4 6YE.*

Adelaide Grey
*....hair removers
that encourage
growth and profits*

Manufactured by Vychem Limited, Poole, Dorset.
Trade enquiries to sole U.K. Distributors DeWitt International Limited,
Seymour Road, London E10 7LX Telephone 01-539 3334. Telex: 897816.

Sounds unlikely, we admit. But once you've got Adelaide Grey personal beauty-care products on your shelves, you'll soon see what we mean. Sales start growing, profit does the same. Not least because we're supporting Adelaide Grey this Spring with a new multi-media advertising campaign — as well as new packaging. So it's going to be more eye-catching, more in demand — more profitable than ever before.

Adelaide Grey offer:
WAX-A-WAY Specially prepared for the removal of unsightly facial hair from normal skin.

COOLWAX The most effective beauty treatment for arms and legs, gently lifts the hair from below the skin.



3,000 starved mosquitoes

Z-Stop is a range of insect repellent products including topical applications which are suitable for children, say suppliers Thames Laboratories.

The range comprises lotion (£3.99), sun milk — a combination of anti-insect lotion and sun tan milk (£5.99), coils (pack of 8, £1.99), wasp strip (£2.99), mosquito strip (pack of two, £3.99) and mosquito candle (pack of four, £1.99).

The active ingredients in each product are naturally occurring insect repellants, say Thames Laboratories.

POS material includes display units holding all six products, posters highlighting the "Safe for children" theme and counter leaflets.

In addition sale representatives will be showing a video of the company's managing director, covered in Z-Stop lotion, entering a cage full of 3,000 starved mosquitoes."

There will be bonuses available on goods ordered before the end of July, say *Thames Laboratories Ltd, The Old Blue School, Lower Square, Isleworth, Middlesex TW7 6RL*.

Sensodyne on TV again

The second burst of television advertising for Sensodyne toothpaste this year breaks nationally on July 8.

The advertisement features the message "why let painful, sensitive teeth cloud your day". The four week burst forms part of this year's £2m spend for Sensodyne. *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ*.

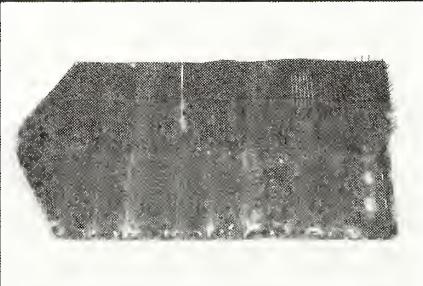
Easy as ABC

Gellus gel is now available from ABC Haircare.

The wet-look styling gel comes in 200ml tubs retailing at £1.50.

Sunsitive, also from ABC Haircare, is a hair sunscreen conditioner formulated to protect hair on holiday. A 200ml bottle sells at £2.50. *ABC Haircare Supplies, 63 Heath Street, Hampstead, London NW3*.

Flurex tablets have changed legal classification from Pharmacy only to GSL, say *Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX*.



Jerome Russell have introduced a brush and comb set in two colourways — red and ivory. The set (£4.99) is made up of one brush and eight combs and is available from *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP*

Process paid Ilford slides

Ilford are introducing a process-paid version of their Ilfochrome 100 colour reversal film. It will be available in 20 or 36 exposure sizes and is being added to the range, say Ilford, to meet growing consumer demand. The films are marked as process paid to avoid confusion with originals, and will sell for £4.55 (20 exposures) and £6.41 (36 exposures). *Ilford Ltd, 14 Tottenham Street, London W1P 0AH*.

Calsalettes back

Calsalettes are once more being stocked by all branches of Vestric, say makers Torbet Laboratories.

Although the product was placed on the Government's blacklist the company stresses that virtually all the product sales for the last seventy years have been in the OTC sector. *Farillon Ltd, Bryant Avenue, Romford, Essex RM5 0PJ*.

Pharmagen get Galen's OTC

Pharmagen have been appointed distributors for Galen's range of OTC products starting with Expulin cough linctus, Expulin paediatric and Exphurin paediatric decongestant (sugar free).

Both Galen and Pharmagen sales personnel will be involved in the promotion of the products.

Before the limited list was introduced, say Galen, the Expulin range was selling well. The company expects the sector to continue to develop and is planning a pharmacy orientated consumer promotion for 1985-86. Galen continue to be solely responsible for distribution of the products in Northern Ireland. *Galen Ltd, Seagoe Industrial Estate, Craigavon, Northern Ireland BT63 5QD*.

Flower prints with Stick Up

Airwick's Stick Up is being promoted by an on-pack offer of six flower prints.

Beecham Toiletries are selling promotional twin-packs of Stick Up — flashed with "Send for free exclusive floral prints" — sized 7 1/4 in by 5 3/4 in each — have been reproduced for Stick Up from original drawings in the Royal Horticultural Society collection.

Each of the six prints is available in exchange for four Stick Up print tokens. And can be framed for £2.99 per print, inclusive of glazing, packing and postage. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD*.

Myers keeps Mum on TV

Bristol Myers are supporting the Mum deodorant range with a £1.2m national television campaign running from now to the end of July.

"Figures show a 26 per cent increase in volume in the television areas chosen for last year's campaign. The survey also revealed that when asked which brand of roll-on they used most often 27 per cent of consumers said Mum," say *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB*.

Razor sharp

Nicholas Hickley have produced a "bookmatch" size foldaway razor (£0.15p). When opened out, says the company, it forms a full-size safety razor with a quality stainless blade.

The razors are available in multi-packs or singly, with discounts for quantity. *Nicholas Hickley Associates, Unit 261, Hurn Airport, Bournemouth, Dorset*.

Membership free

By purchasing one bottle of Rose's diabetic orange or lemon squash, diabetics will be able to apply for their first year's membership of the British Diabetic Association free.

The free membership — worth £5 — is offered on a special entry form around the neck of each bottle. Distributors *Pharmagen Ltd, Church Road, Perry Barr, Birmingham B42 2LD*.

Disposables still 'booming'

The disposable nappy market is still "booming" according to the Disposable Baby Napkin Manufacturers Association.

The market is expected to be worth £190m this year, that's 1,600,000,000 nappies — a 33 per cent volume increase on last year.

The predictions come in the latest report from the DBNMA.

Unfortunately chemists are still losing share to grocery outlets. Last year chemists sold 53 per cent of disposable nappies compared to 40 per cent through grocers.

Other outlets have been expanding, says DBNMA, with motorway petrol stations entering the field.

Two piece nappies continued to take a smaller share with all in one brands at 96 per cent last year compared to 93 per cent in 1983.

UK consumer use of disposables has increased to 40 per cent, almost on a par with Ireland at 44 per cent and not far behind Denmark at 55 per cent and Spain at 57 per cent. But it is still a long way behind countries like Sweden (100 per cent), France (98 per cent) and Finland (95 per cent).

"During 1985," predicts Haydn Biddle, DBNMA chairman, "more than half of the total nappy changes in the UK will be made using disposable nappies. With disposables passing the 50 per cent mark, they can no longer be regarded as a fall back product. If anything the tables have turned and disposables are now the norm."

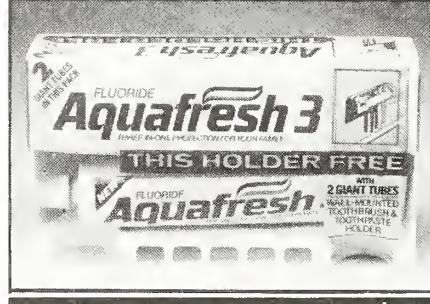
Get ready for the beach

International Chemical Co have extended their Immac range to include a finishing cream with moisturisers for after depilation use.

Immac Bikini Line will be launched with a series of Press advertisements in magazines such as: *Honey*, *Cosmopolitan*, *19 Just 17*, *True Romances*, *True Story* and *Woman's Story*.

A national television campaign runs until August for the whole range. To complement the advertising POS material is available to retailers.

An Immac bikini for £6.25 is offered with a Bikini Line carton lid. International Chemical Co Ltd, Chenies Street, London WC1E 7ET.



Brush against the wall!

A free toothbrush and toothpaste holder to go on the bathroom wall is being given away with twin packs of giant size Aquafresh 3.

Also available are 85ml and 50ml packs flashed on-carton with prices of £0.49 and £0.39 respectively.

The promotion is designed to maintain the brand's rate of sales growth at the high level that has continued since Beecham toiletries relaunched the brand in 1983, says the company.

The brand now has an 8 per cent share of the toothpaste market, say Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Farleys cool it with Complan

Farleys are running a "Cool it with Complan" Summer promotion to encourage people to drink the product cold.

The promotion involves half a million packs of natural, strawberry, chocolate and butterscotch flavoured Complans, with three different Summer recipes illustrated on each flavour.

Customers can also collect five tokens to obtain a free Complan mixing jug and recipe leaflet.

POS material, including a shelf card, showcard and jug insert is available from Farley Health Products, Plymouth PL3 5UA.

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HIV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	BT TV-am	TT Tyne Tees

Aller-eze:	All except TTV, BT
Babyliss Epilmatic hair remover:	G, Y, C, C4
Bran Slim:	TTV
Braun independent curling brush and tongs:	All except TSW
Bristol Myers Mum:	All areas
Calgon:	A, TVS, TTV
Farley's rusks:	All areas
Haymine:	All areas

Works of art in Perfect Colour

Chesebrough Pond's colour cosmetics brand, Perfect Colour by Cutex features a range of Summer shades called Artworks.

The range, which will be on counter in July, comprises pastel shades to complement the fashion trend in floral prints. The shades include lilac, primrose, powder blue and lemon.

Two promotional pre-packs (£34.25) will be available, complete with header card containing: 6 nail polish, 6 lips ticks, 3 blushers, 3 duo and 3 trio eyeshadows, 6 lip pencils and 12 eye pencils. The pre-packs contain testers for eyes and lips. Window cards will also be available. Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

Shulton tie to collar buyers

Shulton are this Summer promoting Grey Flannel aftershave and the Old Spice range.

Grey Flannel accessory comes in a pack offering a 120ml bottle of aftershave lotion, and a silk tie, in grey with a yellow stripe. The accessory costs £13.50, the normal price of the aftershave, and is available in July and August.

Old Spice aftershave lotion in 75ml travel size is reduced by 45p to £2.30. Old Spice smooth shave is packed in a giant size aerosol with 50 per cent extra free holding the rsp at £1.49. While shampoo is reduced from £1.25 to £0.99 and comes in an unbreakable bottle. Packed in an unbreakable bottle the special offer is clearly marked. Shulton (GB) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.

Intercare products:	All except Bt
Jaap's health salts:	TVS
Kleenex facial tissues:	GTv, U, STV, BTV, A, LWT, TT, C4
Lady Grecian:	U, STV, A, HTV, TSW, TVS, LWT
Lincos Beer shampoo:	All areas
Mennen Speedstick:	All areas
Migralift:	Y, C4(Y)
Old Spice stick deodorant:	All except C, Bt
Optrax:	All areas
Ponds creme & cocoa butter range:	GTv, STV, C, A, TVS, LWT, C4
Scholl soft step sandals:	All areas
Sensodyne toothpaste:	All areas
Vaseline Intensive Care:	Bt
Wisdom toothbrushes:	All areas
Wrigley's Freedent gum:	HTV
Yardley Stayfast lipstick:	All except HTV

**Get ready for the biggest thing
to hit women since Impulse.**





£3m boost for re-designed Cosifits nappies

Cosifits disposable nappies are being relaunched in July with a new design for product and pack supported by a £3m Press and television campaign.

Robinsons of Chesterfield have invested £3m in new machinery to produce the redesigned all-in-ones. Absorbency has been improved by 15 to 20 per cent, achieved with better defibration machinery which produces a fluffier pulp, say Robinsons.

The core of the nappy will be shaped for a more compact fit. The refastenable tapes are being retained and the outside liner of the nappy re-designed so that the tapes adhere to it better.

The inner liner has also been improved to give a better "one-way action" and it is softer and whiter, say Robinsons.

Packaging now has a more clean natural image, says the company and incorporates a mother and baby picture with product benefits highlighted. The "Paddi" part of the name has been dropped.

The packs are now neater, tidier and easier to handle, comments the company's general sales and marketing manager Stan Nelson.

There will be only three price levels for the new Cosifits which will be supplied in newborn 15s and 42s, medium 12s, 30s and 76s and toddler 10s, 24s and 60s sizes.

Milupa rusks bear all

A free teddy's delivery van will be arriving at consumer's doors this month in return for eight Milupa rusk packet tops.

The granulated rusk range has been repackaged and a third variety added — granulated rusk with mixed vegetable. "Cauliflower, celerly, leeks, potatoes, peas, spinach and onion are included in this tasty 'nice and easy' rusk meal," say Milupa.

The teddy's van offer runs until April

Prices will be competitive with other brands, says Mr Nelson. There will be special discounts for chemists in the first two months of the launch period, he says; pricing will be structured to offer 26 per cent profit on return.

The new product is being pre-sold this month along with the old design so that chemists are not left with old stock when the new design is delivered in July, Mr Nelson explains.

Promotional support kicks off just before the launch with a "teaser" 48 sheet poster featuring the Manneken Pis — the little boy who saved Brussels.

In July sampling through the Bounty Bag scheme in hospitals starts. Robinsons see this as an important part of the promotional campaign as 85 per cent of new mothers receive Bounty Bags, and Stan Nelson is convinced that "once mothers have tried the product they are going to be happy with it."

Hospitals now account for some 3 per cent of the total disposable nappy market which Mr Nelson reckons to be worth some £120m at rsp. Before long that could grow to £300m-£350m, if the market reaches its full potential, he says.

Following sampling in Bounty Bags there will be a £1m, five week burst of national television advertising on TVam and ITV starting in August. That will be followed up by a second burst on breakfast television running for eight weeks in October and November.

The commercial is a new one following the style of the "Conga" and "Perpetual motion" baby advertisements.

Press support is to run in baby magazines and annuals, with a "Cosifits challenge" campaign planned for national Press, including a coupon.

All in all Robinsons believe the new Cosifits will boost the brand's 17 per cent share of the market through chemists by at least 50 per cent in volume terms.

Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.

1986 or while stocks last.

To avoid confusion about the amount of sugar in their solid rusks Milupa have now declared the total content of all sugars in the rusk on pack. The company now claims that fruit rusks and muesli rusks have the lowest total sugar content on the market. *Milupa Ltd, Milupa House, Hercules Road, Hillingdon, Middlesex.*

Torbet Laboratories Ltd, have taken over the marketing of Shoo insect repellent. Shoo (£1.48) is presented in a display outer containing 24 by 30 ml bottles and is available through distributors, *Farillon Ltd, Bryant Avenue, Romford, Essex.*

K-Y aims for young and old

Johnson & Johnson are backing K-Y jelly with a £150,000 advertising campaign.

The campaign will run until December in women's magazines. Press advertisements will be targeted at the two primary K-Y users: the 35-55 year old women who experience vaginal dryness during intercourse and the 16 to 34 year olds who experience dryness when using tampons.

Over 200,000 more POS leaflets giving advice on 'over 35' or 'under 35' K-Y jelly usage, have been reprinted. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*



Market Wise have produced this "selfasta" counter unit for their Charisma make up range. It displays the full range of eyeshadows and blushers, and has been designed to match the company's existing lip and nail unit. *Market Wise Ltd, Burdett Mews, Belsize Crescent, Belsize Village, London NW3 5QX*

Free frisbee

Buyers of Clairol Summer Blonde are being offered a free frisbee with one proof of purchase.

Bristol-Myers are supporting the offer with special POS material, dispenser leaflets and consumer Press appearances. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB.*

Lynx. The first real bodyspray for men.



Introducing Lynx, the biggest thing to happen in the massive deodorant market since Elida launched Impulse for women.

Now Lynx, the first male bodyspray deodorant launched in the U.K., is set to be every bit as successful as Impulse.

Each of the three masculine Lynx fragrances makes men more appealing to women and provides them with the reassurance of effective all-over deodorant protection.

The powerful can profile guarantees Lynx a strong shelf presence too, while the \$1.49 price assures it market muscle.

We're spending a solid \$2m on national TV to make certain more men use more deodorant more often and in more places with Lynx!

So make sure you've got yourself covered. Stock all three for the biggest thing to happen to your profits all year!

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**



Maws extend and revamp

Maws have added a baby toothpaste to their Punch and Judy range, and relaunched the children's variant.

The baby toothpaste is a mild strawberry gel and includes fluoride. It is free from sugar and harsh abrasives, say Maws, and has been formulated to care for delicate milk teeth. It should be used on a soft baby toothbrush or mother's clean fingertip and there is no need to rinse the baby's mouth after brushing, says the

company.

The baby toothpaste comes in blue and pink boxes with a Mr Punch motif and has an RSP of £0.65 for a 25ml tube. It is supplied in cases of 6.

Along with the new gel Maws are relaunching Punch and Judy children's toothpaste which has been repackaged in modern boxes incorporating the Mr Punch motif to give the range even greater appeal to the consumer as well as more impact on shelf, says the company.

The toothpaste, which contains fluoride, has been reformulated to give it a smoother consistency and it contains no sugar, say Maws. A new orange flavour joins the strawberry variety. Lime and minty flavour have been discontinued.

Children's toothpaste comes in 50ml tubes (£0.67) supplied in cases of 10. *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

Peaudouce's gift to fathers

For the third year running Peaudouce are offering all Father's Day fathers a free gift of an exclusive baby sling worth £15.

To qualify fathers simply apply direct to Peaudouce, sending a copy of their baby's birth certificate.

The promotion is to be supported by a national Press campaign which breaks around Father's Day and is to include advertisements in the *TV Times*, *The Sun*, *The Mirror*, *Daily Mail*, and *Daily Record*, say Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.

A golden Summer

Reflecting the colour story for Summer, Estee Lauder are introducing Marbella gold re-nutriv lipstick (£6) and nail lacquer (£4.50).

The lipstick containing a sunscreen gives lips a "moist golden luster" say Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.

Braun travel

Braun UK are promoting their Independent butane powered hair curlers.

Consumers are offered a chance to win a Caribbean holiday for two, in a competition detailed on ticket wallets, sent out to travellers in advance of their departure. The literature will also restate the regulations relating to the air

transportation of the Braun Independent.

Over 2,000 travel agents throughout the UK are participating in the promotion. Braun will be featured on posters in the sales office and in 500,000 ticket wallets with the slogan "Plane Janes needn't be plain Janes." *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Red Brita

The Brita water filter is now available in red as well as brown (£10.95). The ion exchange resin and activated charcoal filter removes impurities such as heavy metals and the taste of chlorine from tap water while leaving essential minerals and trace elements, including fluoride. The filter looks like a table jug and has a replaceable cartridge (£1.99) that filters 60-100 litres, usually one month's supply. *Brita (UK) Ltd, 51 Ashler Road, Walton-on-Thames, Surrey KT12 1HG.*

Turbo-charged

The Turbo energy bar is English Grains' latest addition to their Surf City range.

The peanut and carob bar (£0.38) is packaged in metallic blue. The company says it contains one third of the recommended daily requirement of vitamins B, C and E, and amounts to only 165 calories.

"Not only is it an ideal snack, but a useful addition to the kitbag of any keen sportsman" they add. *English Grains Ltd, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Trent.*

Fake it with Easinails

A new false nail system called Easinails claiming to be the first instant false fingernails has been introduced by Eylure.

Each Easinails pack consists of 20 nails, 40 shaped adhesive tapes and full instructions. They retail at £3.25 and spare sets of instant tapes are £0.99 each.

Instead of glue, the instant tape in nail-shaped pads secures the false nails. A wrap-around curvature ensures that the false nail follows the contour of the nail to which it is to be fixed, says the company.

Easinails are available in regular for normal nails, slimline for narrow nails, slender for optimum length and standard for wider nails. All may be trimmed for individual needs. They are merchandised in hanging cartons in two pre-packs: 12



each of the four styles plus 24 packs of tape, or six each of the four styles plus 12 packs of tape. *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

Factor set sail

Max Factor are sponsoring yachtswoman June Clarke Plymouth's round Britain and Ireland race on July 6.

June's 40ft trimaran, also crewed by Japan's Yumi Murakami, will be renamed Max Factor for the race. It's considered to have a good chance of winning. *Max Factor Ltd, PO Box 3, Frances Avenue, West House, Bournemouth BH11 8PL.*

Best Seller? You bet!

- * New 2-tablet dose.
- * Smoother, more pleasant taste.
- * Heavyweight advertising all summer long.

This holiday season, Britain's best-selling anti-diarrhoea tablet is set for even better sales.



Stock! Display! Sell Diocalm!

Henna Hair put on the gloss

Henna Hair Health have revamped the packaging of Henna powders and redesigned the bottles of gloss shampoos.

The Henna powder hair colouring kit, (£1.65) available in seven shades, is now presented in a new carton. To speed up application a new formulation has been introduced — a non-greasy oil based mixer to combine with the powder "makes it smoother, easier to apply evenly and the colour will last longer," says the company.

Besides the Henna powder and mixer, the kit also contains the appropriate gloss shampoo and conditioner, instructions, timing chart, plastic gloves and cap.

The company are introducing Henara gloss shampoo in a new Christmas tree shaped bottle indented for a secure grip with new graphics. In addition gloss shampoo for grey hair is in an improved formula which, say Henna Hair Health, is a darker and better shade than previously.
Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1V 9BP.



Added relief for P.R. Spray

Crookes Products are re-packaging P.R. Spray (200g, £1.29), which is currently being supported by a national Press campaign.

P.R. Spray has traditionally been recommended for pain relief from general muscular pain and stiffness. The new can however lists the additional indications specified by the DHSS last Summer — muscular pain, lumbago, sciatica, fibrositis, sprains and bruises — and is illustrated by a drawing of muscle fibres on the packaging.

Crookes are repeating their 1984 advertising campaign which ran in daily and Sunday papers with slogans like "P.R. Spray puts pain back on ice" with a spend of £100,000.

The new campaign started in May and will be running through to September in the national Press. Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.

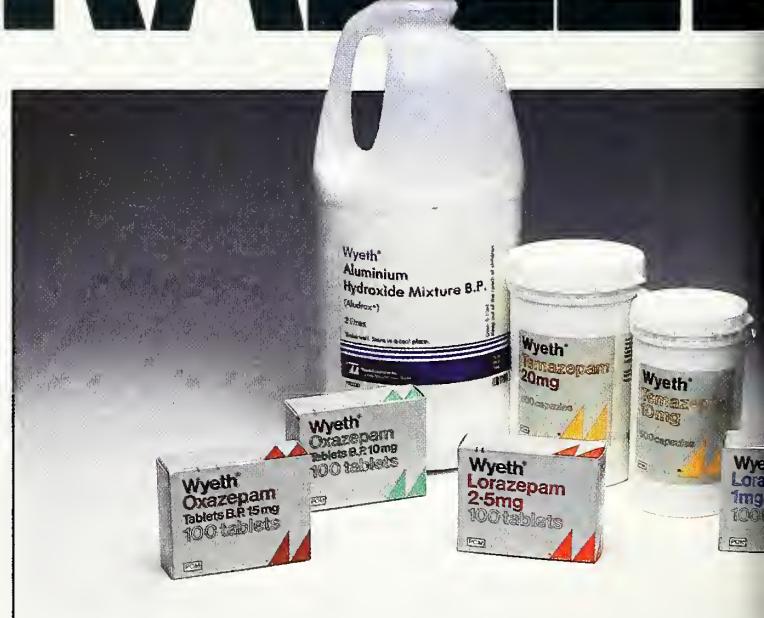
UNPARALLELED

Wyeth are now making available the following major products from their range as generics:

- ***Lorazepam tablets 1mg & 2.5mg**
- ***Oxazepam tablets B.P. 10mg & 15mg**
- ***Temazepam capsules 10mg & 20mg**
- ***Aluminium Hydroxide Mixture B.P. 2 litre**

Wyeth Lorazepam, Wyeth Oxazepam and Wyeth Temazepam are available at 12% off Drug Tariff prices bringing maximum benefit to you without HD endorsement.

Aluminium Hydroxide Mixture B.P is available at 7.5% off Tariff.





Arrid dry enters solid sector

The solid sector of the deodorant market will this month see the addition of Carter Wallace's Arrid extra dry solid antiperspirant (68g, £1.59).

Extra dry is available in three variants for unisex appeal: unscented, fresh green and dry amber with colour coding of blue, green and yellow respectively.

The pack design incorporates the venetian blind logo of the Arrid range with the product claim: "Fights wetness that

Anodesyn gets new look

Anodesyn ointment and suppositories for haemorrhoids and allied ano-rectal conditions are to be relaunched this Summer.

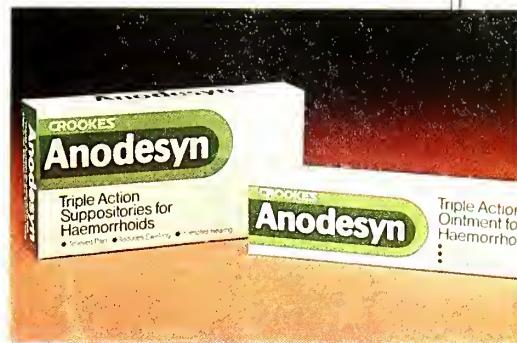
The new green and white packaging will highlight Anodesyn's triple action formula — "Relieves Pain, reduces swelling, promotes healing," say Crookes Products.

A national Press campaign running from July to October will appear in *The Sun*, *Daily Telegraph*, *Daily Mirror*,

ordinary deodorant sticks can't."

Arrid will be supported with a £1.8m support package including a national television campaign to run through to Christmas. An introductory promotion offers the product for £1.29.

"The sticks/solids sector of the deodorant market is now worth £4.4m a growth of 141 per cent over the last 12 months," say Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.



Sunday Express, *Sunday Mirror* and *News of the World*

Showcards featuring the new packaging are now available with a sticker on the back listing the products three ingredients and their actions, says the company.

Informational literature on haemorrhoids for the consumer are to be distributed through pharmacies. Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.

Joy Rides boost

Joy Rides will receive national support in daily newspapers and the women's Press between now and the end of August.

Commercials on Tyne Tees local radio will also be used in June. Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ.

ED QUALITY...

...made in Britain by Wyeth

Wyeth's reputation for quality and consistency has always been second to none. You thus have the reassurance that the products you dispense conform to the highest standards, having been made in Britain in strict conformity with good manufacturing practice.

...the backing of the product originator

Over the years Wyeth have invested millions of pounds into research in the UK - research which led to the introduction of valuable products such as Ativan*, Normison*, Serenid-D* and Aludrox*. No one knows more about these products than Wyeth, and this knowledge is at your disposal when you dispense Wyeth generics.

...for a high degree of patient acceptance.

Prior to the 'limited list' Wyeth benzodiazepines enjoyed widespread usage. Wyeth Lorazepam, Wyeth Temazepam and Wyeth

Oxazepam have retained the distinctive shape, size and colour of their original branded equivalents, Ativan*, Normison* and Serenid-D*. Thus, when you dispense Wyeth generics you are ensuring patients receive the identical products they've received in the past and you avoid giving them cause for concern.

Wyeth Laboratories,
John Wyeth & Brother Ltd,
Taplow, Maidenhead, Berks. SL6 0PH.

To enquire about Wyeth Generics ring:
WYETH "HOTLINE" 06286 4377 Ext. 4345.

WYETH 
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SCHICK

The twinblade
disposable that
gives you a
real edge.

A CHOICE OF TWO
EYE-CATCHING
MERCANDISERS



Make sure you add the Schick twin blade disposable to your current shaving product range and you'll see just how much of an edge it will give you.

This high-quality razor has a unique built-in sliding blade protector cap that keeps those finely-honed blades extra safe when not in use. And it all comes beautifully packaged in units of five in a bright, attractive see-through bag with all the product 'plus points' clearly identified.

Your customers will get a razor that's comfortable to use, with twin blades for a really close shave... plus it carries the Schick name for quality and is available at a really competitive price... you couldn't ask for a better package.

To give your sales an extra boost, we're giving you a choice of two eye-catching merchandising units to display the product — Either a dump bin or a self-select counter display.

Make sure you have the edge on the competition. Stock-up now with the Schick disposable and move even faster toward greater profits.

Contact us now for more details or we will arrange for a representative to call so you can see the Schick disposable for yourself.

RICHARDS & APPLEBY

Gerrard Place, Skelmersdale, Lancashire WN8 9SF
Telephone 0695 20111 Telex 628366 G



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• CONTRACT MANUFACTURE • PRIVATE LABEL DESIGN MANUFACTURE • EXPORT MARKETING DISTRIBUTION •



Colour change pregnancy test with sampling device

Clearblue, a new home pregnancy test, can detect pregnancy from the day of the first missed period and indicates a positive result with a clear colour change from white to blue.

Based on monoclonal antibody techniques, the system uses a sampler with a tip that detects the presence of HCG. The urine sample is collected by holding the sampler so that the cap surrounding the tip is in a stream of early morning urine. This collecting device ensures that the right amount of urine is retained without mess or need to transfer samples from other containers.

The tip is then placed consecutively in two different wells of liquid and a result is obtained in 30 minutes. If the tip stays white there is no pregnancy. Each pack is wrapped in tamper-evident Cellophane and contains two tests so the results may be double checked if necessary (£6.35).

Claimed 99 per cent reliable, the test is not affected by vibration, sunlight or drugs in the urine, except some fertility drugs. It also overcomes the problem of false results being caused by the absence of detergent in collecting vessels.

In devising the test the manufacturers, Unipath, tried to avoid the "chemistry set" appearance of other kits and the cumbersome collection of urine which many women find unacceptable.

Clearblue is being sold-in this month and will be available only through pharmacies. A consumer advertising campaign runs from the end of July to December with an actual spend of £200,000 in *Woman*, *Woman's Own*, *Cosmopolitan*, *Living*, *She* and *Options*. The advertising will be backed by public relations activity aimed at the national, women's and medical Press. Other promotions includes seminars and mailings for family planning professionals. A competition for pharmacy assistants offers £100 to spend at Next shops.

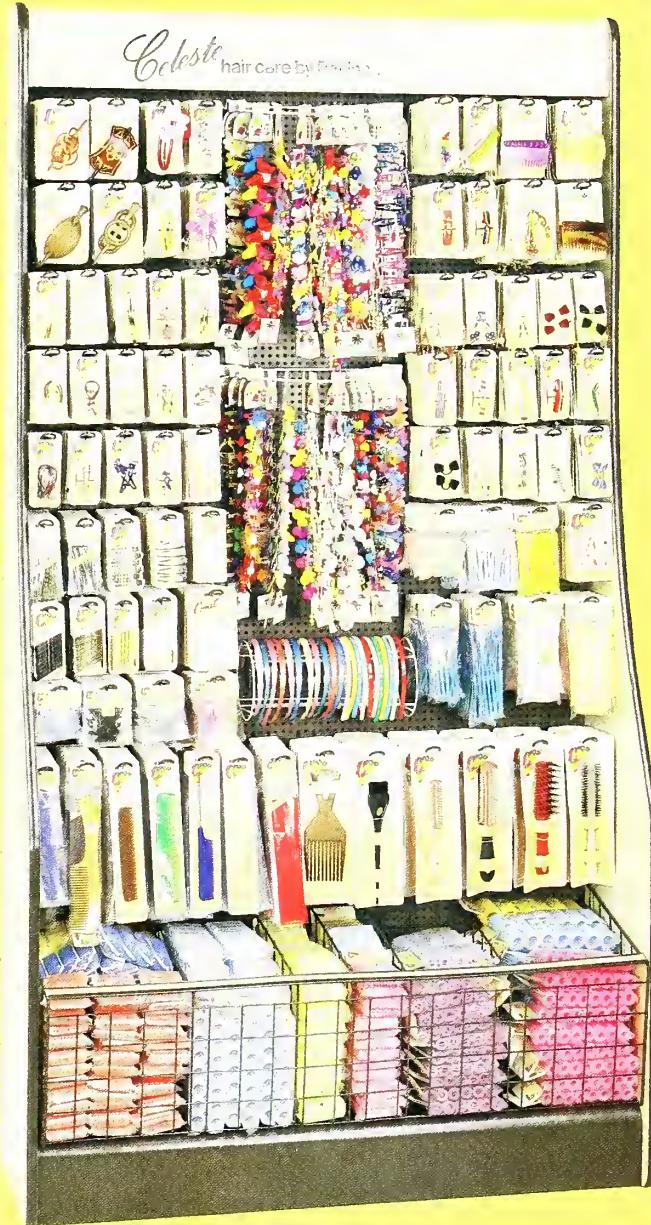
The kits will be sold in display units holding consumer leaflets and five packs. The company offers a telephone advisory service for consumers and pharmacists. A demonstration kit will be available to each pharmacy.

Unipath is a new healthcare company set up by Unilever (see Business News). *Unipath Ltd, Norse Road, Bedford MK41 0QG.*

Chemist & Druggist 1 June 1985

Hair Decorations and Hair Care Products

Celeste and Little Miss Muffet



Take a firm STAND! Insist on the best...



Contact your Sundries Wholesaler for full details of the Ravina Collection
Ravina Ltd, Rooksley, Milton Keynes MK13 8PB
Telephone (0908) 665577

'Winning lines' from ICML

Numark's 'winning lines' competition will be the spearhead of their June promotion, to run in store from June 10 to June 22. There will also be a retailer incentive and grand draw for members.

Gillette, in conjunction with Numark are offering a Braun Multipractic hand blender MR30, (worth £12) with every eight packs or more of their products. Each 12-pack order will be entered into the grand draw, the first prize for which is a weekend for two in Paris plus £200 spending money. Second prize is £250 worth of vouchers.

Main lines on promotion include Alberto VO5 conditioner, Alberto VO5 shampoo, Arrid anti-perspirant, Contour cartridges, Cow & Gate baby meals, desserts, pure juices and Liga rusks, Elastoplast pre-cut dressing + free handy pack, dressing strips, Marigold housegloves, Nusoft all-in-one toddler nappies, Pennywise, Savlon liquid antiseptic, Signal toothpaste, Silvikrin hairspray, Super Snugglers, Soft & Pure cotton wool, Supersoft hairspray, Andrex, price marked Aquafresh, Cossack, Handy Andies, Handy disposable razors, Harmony colour foam, Imperial Leather soap and talc, Kotex Freedom, Nusoft nail polish remover, Poly Hi-lights, Robinsons barley water, Silvikrin Toners and Shaders, Summer Blonde range, Sweetex and Vaseline Intensive Care lotion.

Family Care specials include Andrews, Aspro Clear, Caladryl cream and lotion, Cream E45, Cymalon, Diocalm, Feminax, Kwell, Nurofen, Savlon antiseptic cream and Slim Line appetite control gum.

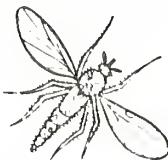
Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

be Prepared with

SHOO!

INSECT REPELLENT

NON-GREASY • ODOURLESS



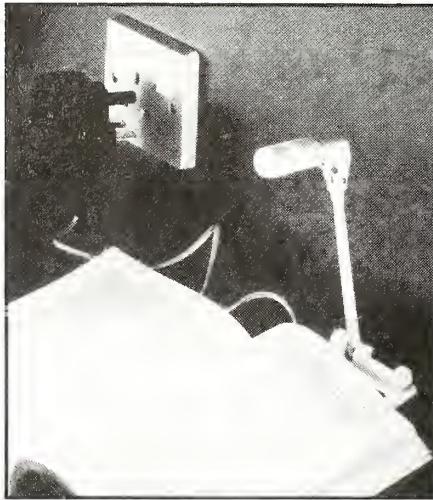
FOR ANGLERS, CAMPERS, GARDENERS, AND ALL OUTDOOR PURSUITS

Shoo Insect Repellent is guaranteed effective, long lasting and economical. Handy pocket size, unbreakable bottle. It is cosmetically **SAFE** on the skin. (Contains no Toluamides). Available at most tackle shops, chemists and general stores.

Shoo is used by Forestry Workers in the thick Highland woods where the insects are most voracious and it is found to be highly successful.

MADE BY A.P. CUMMING, WOODSIDE LABS, BLAIRMORE, ARGYLL.
TEL: 036-984-265

Sales direct or through UNICHEM. Marketed by
TORBET LABORATORIES. Distributed by FARILLON LTD.



Light relief

The Itty Bitty Booklight from Pifco has been designed for what the company calls "serious bookworms" — those who want to read in bed without disturbing their sleeping partner.

The featherweight light (£15.95) is mounted on a clip, so it can be attached to book or writing pad. It can be run off the mains, or with a battery pack using four MN1400s. A hinged head and stem allow the light to be aimed wherever needed.

Itty Bitty Booklight is packaged as a book itself, with battery pack and mains plug. *Pifco Ltd, Failsworth, Manchester.*

Prices cut for spongers!

Great Wave Co have arranged a price promotion on their range of sponges, soaps and bath products.

Sponge and bath orders of over £150 (trade) qualify for between 10 and 35 per cent discount until the end of June. The Splash-on range and hostess soaps have been reduced in price by 10 per cent.

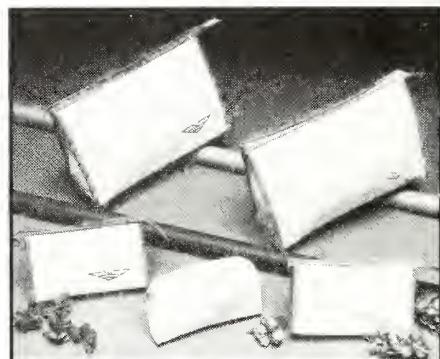
Great Wave Co Ltd, 203 Kensington High Street, London W8 6BA.

Norit crosses the Channel

Dendron have launched Norit capsules (27, £1.75) a GSL product containing activated charcoal, 200mg per capsule.

The capsules are intended for relief of diarrhoea and stomach upsets and have been introduced from the continent where they have been well received. The recommended dose for adults and children over five years old with diarrhoea and stomach upsets due to change in diet or climate is 3-4 capsules three times a day; for indigestion 1-2 capsules three times a day, and for flatulence 3 capsules after a meal. Infants under 5 should take half the adult dose. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

Jackel ranges in the bag...



Jackel International have two new ranges of toilet bags, designed for the younger end of the market.

The Virgo collection offers one holdall (£3.75) and two purses (£2.25). They are made of quilted polyester taffeta, with a choice of pink or blue bindings. Aquarius bags, priced from £1.99 to £4.75, offer two holdalls, one dolly bag and three purses. They appear in striped polyester, in a choice of pink, blue or lilac. *Jackel International Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

...for Christy too

Christy Thomas are mounting a promotion giving away a free toilet bag with any two purchases from their Skincare range. It is large enough to hold all major skincare requisites. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

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**SALINE
SPRAY**

THE SUPER VALUE – PRESERVATIVE FREE – BUFFERED SALINE



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Contactasol, a division of CooperVision
Ruxley Towers, Croygate, Esher,
Surrey KT10 0TL Tel.(0372) 6224

Pollen won't be on the air th



Last year, Haymine was the first hayfever treatment on national radio, producing spectacular results in terms of both sales and awareness.

Haymine became by far the fastest-growing brand, the second-largest in an OTC market estimated to have expanded by a massive 30%.

This year, Haymine is going on nationwide T.V., with a £1 million campaign that should prove as effective as the product it's selling.

A stylishly animated commercial has been devised to brand Haymine even more strongly than before.



Pharmax HealthCare Ltd.
Bourne Road, Bexley, Kent.

the only thing is summer.



The film tells the story of Haymine's unique formulation, which has two distinct advantages for the consumer.

Firstly, Haymine's combination of ephedrine and chlorpheniramine brings relief with no drowsiness at all for most people.

And secondly, the fact that Haymine is combined within a continuous-action, time-release tablet means that just one tablet relieves all symptoms for up to twelve hours.

All this activity will, of course, be backed up by stylish new P.O.S. material carrying the same theme. So, this year, when pollen begins to fill the air, so will our new campaign.

Haymine is distributed nationally through Chemist Brokers (0372 66891)



Chemist
Brokers

Haymine. New T.V. campaign breaks in May.



THEY'LL MAKE OUR COMPETITORS' HAIR STAND ON END.

Addis proudly announce two brand-new brushes that will set the competition bristling.

The Roto Styler is a unique new concept in hairbrushes designed to make blow-styling a breeze. It features a unique rotating head that unwinds automatically at the press of a button and it's suitable for most hair types and lengths.

The Slim Quill is a new all-round quill

brush that makes the most of short hair and tighter curls. Its long, modelled handle makes it easier to hold and turn. And unique rows of short and long quills give good grip, yet prevent the hair from weaving and tangling.

Both brushes are designed with the help of professional hairdressers to make them easy for your customers to use in the home.

The Roto Styler and the Slim Quill add to the most comprehensive range of professionally designed brushes available.

They leave other brushes on the fringe.

ADDIS
Caring for Health & Beauty

Striking off follows unlawful supply

A Newcastle-upon-Tyne pharmacist who retired with an unblemished record and began to commit drugs offences when he returned to the profession, was ordered to be struck off the Register by the Pharmaceutical Society's Statutory Committee in London last week.

He was Mr Reginald Cruddis, of Edgefield Avenue, Fawdon.

His earlier appearance last month followed a conviction by Newcastle magistrates for three offences of unlawfully supplying drugs. Four further cases were taken into consideration. He was fined £700 and ordered to pay £225 costs.

Mr Cruddis also faced complaints by the Society's Statutory Committee of supplying, without prescriptions, Prescription Only medicines to local women and similarly attempting to supply such medicines to another woman at Whitley Bay.

Mr Josselyn Hill, for the Society, had said that police observation was kept on Mr Cruddis after he had been warned "time and time again" of complaints claiming that he had been selling or supplying drugs in local public houses.

A police statement alleging that Mr Cruddis supplied drugs in the hope of

sexual favours was read to the court on the last occasion. But this was refuted by Mr William Jordan, his solicitor, who said there was not a shred of evidence to support it or the claim that he was selling or handing over drugs in a local pub.

The Committee's chairman, Sir Carl Aarvold, said at the adjourned hearing that in 1981 Mr Cruddis retired after a long and successful career as a pharmacist. In 1982 he came out of retirement, taking over a pharmacy at Edgefield Avenue.

Mr Cruddis admitted having made several mistakes which led him into difficulties with the Society's inspectors and the police, said Sir Carl.

Something clearly had happened to Mr Cruddis between the retirement of that respected pharmacist in 1981 and the strange, irresponsible man of 1984. Sir Carl said no-one knew the cause of this, but it was only fair to point out that something must have happened, and the Committee was saddened to hear of this sort of conduct from a man who, until recently, had been held in high esteem.

The Committee was certain that his conduct during 1984 was quite unbecoming to a pharmacist, and its duty was to direct that his name be removed from the Register. Mr Cruddis has three months in which to appeal.

Sir Carl, but it was suggested that he obtained his graduation by means of a fiddle. The Committee did not accept this and found the allegations not proved, but it did find proved the further complaints.

One alleged that in settling a debt with an employer Mr Lam presented a cheque for £50 which again was not met and was marked "refer to drawer". No satisfactory explanation had been offered for this. There was also an allegation of a cash deficiency attributable to him.

While working as a locum he took money from the till in exchange for a cheque which again bounced.

Finally, it was alleged that he falsified documents in respect of a claim for work which he had not done.

The chairman observed that, at the time of these offences, Mr Lam had family problems and financial difficulties as a result of his grandfather's death. Although the Committee did not condone his behaviour, it was decided not to remove his name from the Register but to direct that he should be reprimanded.

His graduation took place before it was discovered that his cheque could not be met and was marked "refer to drawer".

The money was eventually paid, said

Codis sale leads to trouble

A woman assistant in a Leicester pharmacy landed her husband and his partner in trouble when she sold Codis tablets to a customer.

The customer, a Pharmaceutical Society inspector making a routine visit, called when no pharmacist was present and should have not been served with the tablets.

Last week the Society's Statutory Committee reprimanded the joint owners of Highem's Pharmacy of Sparkenhoe Street, Leicester — Mr Jyotish Gokani and Mr Yakub Patel.

The Committee was told that in March last year Mr Gokani of Redmarle Road, Braunstone, pleaded guilty at Leicester Magistrates Court to three offences of illegally supplying Codis, penicillin and Valium tablets without the supervision of a pharmacist, contrary to the Medicines Act. He also admitted 15 similar offences which the court took into consideration, and was fined £1,500. Mr Josselyn Hill, for the Society, said that Mr Patel, of Narborough Road, Leicester, appeared before the Committee as joint owner.

Society inspector, Mr Ben Chatterton, said that when he made his routine visit on July 18, 1983, neither Mr Gokani nor Mr Patel was present.

Mr Gokani's wife Nila, who was an assistant told him that the regular pharmacist was on holiday, the locum had gone out and would not be back until 2pm. After she had agreed to sell him a packet of Codis tablets, he disclosed his identity.

She later admitted dispensing prescriptions that morning in the absence of a qualified pharmacist.

Mr Patel told the Committee he had arranged for a locum to take over during the regular pharmacist's absence. Mrs Gokani was there as an assistant and should not have dispensed or served controlled drugs.

He later learned that the locum had taken her two small children to the doctor that morning, and he was not aware that she had not reported for duty until he received a telephone call from Mr Chatterton. There was a lack of communication, he said. He added that he had since checked Mrs Gokani's prescriptions and found them correct.

Mr Gokani said he had warned his wife never to dispense prescriptions in the absence of a pharmacist, and understood that she had only done so on this occasion because patients were getting desperate for their medicines.

Reprimand for cheque offences

A pharmacist who qualified in Britain and is now living in Hong Kong was ordered to be reprimanded by the Statutory Committee last week.

The decision was taken at the adjourned hearing into allegations of cheque offences and other matters brought against Mr Isan Pun Lam, formerly of Forest Hill Road, East Dulwich.

Giving his decision today, the Committee chairman Sir Carl Aarvold said that in 1982 Mr Lam owed the School of Pharmacy in UWIST Cardiff, more than £1,400 and was told that unless he paid his debt he would not be allowed to graduate in June of that year.

His graduation took place before it was discovered that his cheque could not be met and was marked "refer to drawer".

The money was eventually paid, said

'Gullible' pharmacist supplied woman in 'Saudi Arabia'

A pharmacist who supplied a woman with drugs without a prescription was ordered to be struck off the Register by the Statutory Committee last week.

Mr Norman Sowood, of Glanire, St Helens Road, Ormskirk, who ran the pharmacy of Herbert Butler (Chemists) Ltd, Liverpool Road, Maghull, has three months in which to appeal.

Mr Josselyn Hill, for the Society, said at Bootle Magistrates' Court last July Mr Sowood admitted to six cases of supplying drugs without a prescription and was fined £1,000.

The company, he said, was not concerned in the matter.

The offences came to light after a woman was taken to hospital suffering from a drugs overdose. According to her she had received, without prescription, about 1,500 DF118 tablets, 180 Dalmane capsules and a similar amount of Prothiaden tablets from Mr Sowood and had been charged £200 a month for them.

Mr Sowood told the Committee the woman wanted the tablets when she was

under pressure and asked him to help her out.

She came to his shop in a distressed state one Saturday evening in August, 1983, claiming that her husband in Saudi Arabia had met with an accident and that she was flying out to him.

She said she did not know how long she would be away: she could not contact her doctor and needed some tablets urgently.

He said he gave her a normal supply, although he knew it was against law.

Later, another customer acted as a messenger. Bringing letters purported to have been written by the woman in Saudi Arabia asking for more tablets, which he supplied. He assumed telephone calls she sometimes made were from abroad. When he next saw her she was without a doctor as her GP had died. He said he now realised that she had never been to Saudi Arabia. He denied making a profit from the transactions, but admitted that he had been gullible.

Committee chairman Sir Carl Aarvold said Mr Sowood had "forfeited the trust placed in him by his profession."

about £2,000, were later recovered, and Mr Shah agreed to pay his employer £5,328.

Sales auditor Mr David Wall told the Committee that he interviewed Mr Shah on March 26 last year after two test purchases had been made at his shop.

According to his information, after serving the two "customers" Mr Shah failed to record on the till roll the full amount of the items purchased.

Told of the allegation against him, Mr Wall claimed, Mr Shah admitted stealing £8.60 that day, and added that he had been taking money in this way since December 1981. Mr Shah said he thought the total was about £5,300, and said the money had gone into his building society account. Mr Shah further admitted taking stocks of medicines from the pharmacy. Some of the items were in the boot of his car and others at his home. Mr Wall said that Mr Shah then made a statement admitting the offences. No coercion was used, he said.

Mr Shah told the Committee that between September 1983, and March, 1984, he stole sums of about £4 or £5 on some 20 occasions. It was his intention eventually to open his own pharmacy and he began taking tablets and toiletries from the shop in "more and regular quantities."

At the time, his wife was pregnant and she became depressed and anxious about how they would manage without her income after the baby was born. Mr Shah denied telling Mr Wall that he had been stealing regularly over a long period or that the money had gone into his building society account. It had been used on household expenses. He thought he had taken about £100 altogether, and claimed that he only gave his employers the money from his building society account because he was assured by Mr Wall, that if he took this course, the matter would not be reported to the police or the Pharmaceutical Society. This was denied when Mr Wall gave evidence.

Sir Carl Aarvold, Committee chairman, said Mr Shah's misconduct had been proved. There was no mitigation for his behaviour, and the Committee directed that his name be removed from the Register.

Mr Shah has three months in which to appeal against the decision.

HEALTH CENTRE NEWS

Doctors of a group at 448 Halifax Road, Bradford plan a medical centre at Buttershaw Lane, Bradford 6.

BUPA seeks permission for a two storey extension to form a medical centre at Portland Road, Edgbaston, Birmingham.

Islington Borough Council is planning a medical centre, under 5s centre and housing on a site of 30-39 Richie Street.

The Cornwall and Isle of Scilly Health Authority has approval for a two storey Health Centre at Looe, Cornwall, at a cost of £300,000. The contract has been awarded for its construction.

The South East Staffordshire Health Authority plans to get started early next year on a purpose built clinic for the Horninglow Area. Work will take a year.

Waltham Forest Health Authority plans a health centre at Langthorne Road, London E11. It will cost £1.4m and work has already started on building.

North Manchester Health Authority is to build a single storey extension to the pharmacy at North Manchester General Hospital.

Dewsbury Community Health Council is recommending plans to extend Mirfield Health Centre be implemented soon. Last year the reception area was enlarged and a new surgery provided.

Striking off after thefts

A pharmacist who was dismissed after allegedly admitting that he stole over £5,000 from his employers, told the Statutory Committee last week that he had only taken about £100 altogether.

The pharmacist, Mr Pratul Shah, of Parkside Way, Harrow, added that he gave his employers a sum of over £5,000 after an assurance that he would not be reported to the police or the Pharmaceutical Society.

Mr Shah denied an alleged admission to auditors that he had been stealing regularly over a long period. But the Committee found his misconduct proved, and ordered that his name be removed from the Register.

The thefts came to light in March last year after two test purchases had been made at the premises of Sharps Chemists, of Oldfield Lane, Greenford, which were managed by Mr Shah. He was dismissed after allegedly admitting having stolen more than £5,000, as well as a variety of drugs and other stocks.

The stolen drugs and stock, worth

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Welcome for Young Pharmacist leaders

Mr B. Kerr and Mrs L. Anderson, chairman and secretary respectively of the Northern Ireland Young Pharmacists Group were welcomed as observers at the May meeting of the Council of the Pharmaceutical Society of Northern Ireland.

At the invitation of Dr J.G. Swanton, PSNI president, Mr Kerr gave a report of the first annual meeting of the Group. He said that the AGM had been attended by approximately 60 young pharmacists who were very interested in the continued evolution of the Group. During the first year they had arranged two meetings at which they were given talks by experienced general practice pharmacists about opening a business and related financial problems.

The application by Miss Mary Caithlan Brigid O'Hare, 3 Havelock Place, Warrenpoint, co Down for registration under the reciprocal agreement which exists between the Pharmaceutical Societies of Great Britain and Northern Ireland, was approved.

The following applications for registration as Students of the Society were approved: Kathryn Maree Busby, 58 Gobbins Road, Islandmagee and Ian William Foster Simpson, 160 Crebilly Road, Ballymena.

The reports from the Finance and House Committee meeting of May 16 was adopted. It included a recommendation to

purchase an IBM-XT micro-computer for use in the office.

The secretary reported that a meeting had been arranged between representatives of the Council and of Age Concern for May 25, at 7.30pm in the Society's house. The meeting would include a showing of the tape/slide presentation "Drugs and the elderly".

Mr J. Kerr reported that the meeting of the Joint UK/EEC Committee, arranged for May 1, had been cancelled at short notice. It was hoped that the meeting would now take place either on June 5, or at the General Assembly of the EEC Pharmaceutical Groupement, which would take place at Stratford upon Avon June 16-20.

Mr R. Clarke reported on the recent symposium held at the Le Mon Hotel entitled "Homoeopathic and herbal remedies". The symposium was organised by the sub-committee for post qualifications education and training of pharmacists and attracted a large attendance from all fields of pharmacy practice.

Mr Beagon reported that concern had been expressed at a recent CSA pharmaceutical committee meeting that some contractors were not aware of the current position in respect of parallel imports.

It was agreed that the secretary and Mr O'Rourke should provide some background information which could then be circulated to all contractors.

NEWS EXTRA

Homoeopathy in Scottish style

The Scottish College of Homoeopathy, scheduled to open in September, is hoping to "revolutionise the education and training of homoeopaths".

The intention is to approach the course from an educationalist point of view with a standardised curriculum, Margaret Roy, principal of the college, told *C&D*. There is to be an emphasis in clinical work and medical science.

Entry requirements include "A" levels with some qualifications in humanities and

life science.

With a planned intake of 30 students the college will be non-profit making and the intention is to apply for charitable status as soon as is practicable.

After an initial part-time foundation year there will be three years full-time study followed by one year of supervision in clinical practice.

Teaching methods will emphasise interaction with each individual student, hence the relatively small intake, says the College.

The cost is expected to be £675 for 15 weekends in the part-time foundation year and about £1,050 per year thereafter. Details or a prospectus can be obtained from the Registrar, 7 Earlston Place, Edinburgh EH7 5SU.

No delight over new contract

As a member of Council, I accept unreservedly a majority decision with which I personally disagree — namely the endorsement of the proposed new contract — but as an individual, as I stated openly at the time, I reserve my right to voice my gravest concern. I am convinced, five years from now, every grass-roots pharmacist will curse the day it reared its ugly head. I sincerely hope I am wrong, but time will tell.

Firstly, it is in no way a rational location but a typical "I'm all right, Jack" contract which is nothing but a money saving exercise produced by the DHSS, presented with the blackmailing attitude "accept it in toto or not at all."

There are three salient points:
1. Limitation of contract. This, I gladly accept. It is the only possible way to approach the whole question. I have spoken openly against the dubious and morally indefensible practice of giving a man a contract and refusing the BPA. And I have advocated the right of the DHSS to be able to refuse a contract.

2. The Basic Practice Allowance. Contrary to the opinions at present being used to divert our appreciation of the facts, this was not originally intended either for being there or as a deterrent to leapfroggers. As a pharmacist from North East London who gave evidence to the Linstead Inquiry, I can assert that the latter view was never even mentioned. To surrender BPA is to throw away all that we have fought for, for over 25 years.

The BPA is the lifeblood of small pharmacies and its abolition must inevitably result in the concentration of power with the "big boys". It stabilises a small business and helps to maintain viability in times of reduced volume of dispensing (overheads don't decrease in quiet times). The argument that its removal may even increase the return per script is pure clap-trap — this only applies if the throughput remains constant or increases and, believe me, the limited list is only the first of many steps designed to reduce this throughput.

3. Redundancy and closures or surrender of contract are derisory — just compare the figures with what was offered to the miners. Of course, it's all quite voluntary — you're quite entitled to stay open and go into liquidation if you wish, now that the BPA is gone. And even this is offered under a blackmail threat — if you decide to try out the new scheme for two years to see if you can survive, then you won't get a

penny if you can't.

We are told that the PSNC sought a tripartite contract remuneration package but that it was an arithmetic impossibility. So, for nearly fifteen years we've been operating a mathematical impossibility, have we?

One lone voice crying in the wilderness will not achieve much at this late stage, so I beg of all you thousands of grass root pharmacists — in the name of sanity for once stand up and fight. Don't be beguiled by propaganda — study the small print carefully for yourselves and then demand of your Local Pharmaceutical Committee that, at the June conference, it gives the DHSS and Mr Kenneth Clarke the only sensible reply — NO.

Edwin C. Evans
Upminster, Essex.

Tanna welcomes new deal...

I would like to congratulate the Minister for Health and the Pharmaceutical Services Negotiating Committee on the new contract package. It may not be ideal for the community pharmacist, but it is the beginning of a new era, limiting as it does the opening of pharmacies on the grounds of rational distribution and stopping needless proliferation of services.

The new contract will probably bring stability to the profession, but the value of existing pharmacies — with their monopoly assured — could command a higher goodwill than anticipated. Hence the final takeover of the decent independent community pharmacies may be by the non-professional who has access to capital.

It is now more important than ever that Council, of which I have just been elected a member, gives serious consideration to the campaign I started in 1983 — that ownership of pharmacies should be by pharmacists. Council should now try to ensure by primary legislation, that the transfer or sale of existing businesses, be within the profession.

Ashwin Tanna
London SE22.

..and says thanks

May I thank all those Members for placing their confidence in me and electing me to serve on Council for the next three years.

I sincerely hope that I shall be able to fulfil my declared statement of policy, with the support of other Council members.

Ashwin Tanna

Congratulations

Although unsuccessful in the recent Council Election I would like to thank those who voted for me and to congratulate all those elected, especially Ashwin Tanna and Nick Wood.

They will give the necessary impetus towards ownerships of pharmacies by pharmacists, which is the only condition that can ensure the future survival of our profession.

Dengar Evans
Trethomas, Gwent.

Pharmacy ousted in stoma care

I am writing regarding the rather disturbing state of affairs in my area regarding the supply of ostomy appliances.

Apparently, one of the new stoma therapy nurses in my area has been advocating that patients, both new and established, leave the supply of their appliances to their outfit with delivery to their doorstep. I do not believe any pharmacy is involved directly, but that the supplier is an appliance contractor and wholesaler.

This of course raises a number of questions. Does the patient have freedom of choice? Assuming the nurse's motivation to be patient convenience, what does a patient do if this single supplier is "out of stock" on a product? What happens if a script calls for both drugs and appliances?

If this situation is allowed to persist and grow further all stoma equipment will be supplied, at least in my area, by this one supplier and the pharmacy will have no part to play.

D A Pomfrett
Hindly Green, Wigan.

A Unichem plus

What a pity that Xrayser is not a Unichem member. If he was he would have received the chairman's statement and the accounts for 1984, and would have noticed that Unichem had already given £29m of loans to pharmacists, either to improve or purchase their pharmacies.

I know from personal experience how much negotiations with a bank can be simplified if a Unichem guarantee is available.

M. Drew
Derby.

Dispensations

Having twice in one morning shared the experience of Xrayser in having irate patients complain about wrongly dispensed prescriptions, which on investigation proved to be correctly dispensed but incorrectly written, I decided to pursue the investigation further.

The results were rather disturbing. Not only were the two offending forms completed by receptionists but, out of the 58 receptionist-written prescriptions presented to us for dispensing in the last two days, no fewer than 24 contained errors. These ranged from unsigned alterations, incomplete details, through wrong patient names to the ordering of two incorrect items which prompted the investigation. One was not even signed by the doctor! Almost all were repeat prescriptions and many had no dosage directions. However, the most disturbing aspect of all (Dr Roberts of the DDA please note), was that receptionists all take it in

turns to dispense for the dispensing doctor from whose practice the prescriptions were issued.

As if this isn't bad enough, some GP leaders have said that it is perfectly legal for a dispensing doctors receptionist to write a repeat prescription, dispense it, and issue it to the patient *before* it is signed by the doctor. He holds that the patient's record card is sufficient authority. 'Your life in their hands' takes on a new meaning in rural areas!

R.M. Hall
Huntingdon.

Bradford FC fire appeal

I am sure that you must have been horrified to see media coverage of the Bradford City FC fire of May 11, 1985, with the resulting carnage and human tragedy.

The purpose of this note is to advise that Brian Reeve/Tony Garlik (Bradford Chemist Alliance) and I will be co-

ordinating a "Grand raffle" during the next few weeks to boost the appeal for families decimated by this disaster.

It is our intention to offer one large prize (holiday or similar) and a few smaller prizes. Industry colleagues might like to make a cash donation to support this venture via Bradford Chemist Alliance.

Should you wish to help and if your company is able to make a donation, please send a cheque to either myself or Brian Reeve, payable to Bradford Chemist Alliance at: Bradford Chemists Alliance Ltd, Alliance House, York Street, Fairweather Green, Bradford, West Yorkshire BD8 0HN (0274 495821). BCA have arranged banking facilities for donations.

I will shortly be supplying books of tickets and hope you will be able to enlist support within your company.

Although the scars of this unfortunate occurrence will take a while to heal, I am sure that any help that our industry can give will be much appreciated.

M.R. James
national accounts manager, consumer products division, Johnson & Johnson.

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Does appeals delay mean list is comprehensive?

The delay by doctors in taking up the Government's offer of an appeals procedure to allow prescribing of blacklist drugs in particular cases, was cited by MP Charles Wardle as evidence that GPs may be finding the limited list is more comprehensive than they first thought.

This would be confirmation that the list meets all clinical needs — the view of the expert group set up by the Government to define the content of the list, Mr Wardle, Parliamentary Private Secretary to the Secretary for Social Services, told a Macfarlane conference on "The New Age of Prescribing" last week.

The delay in introducing it would be "unfortunate", if doctors then decided at their LMC conference in June, that an appeals mechanism is essential in the interests of patients.

Mr Wardle said the General Medical Services Committee had decided, on April 18, to refer the matter to the LMC conference. An April decision would have meant an August 1 launch of the appeals procedure.

The introduction of the limited list had stimulated the biggest debate ever on prescribing in the NHS. "There is now far wider recognition that there is room for improving the scale and quality of prescribing," he said.

"All professionals involved in that debate agreed there is a need for more efficient and economic prescribing." Mr

Wardle said the debate should go on, but discounted any extension of the list. The list was selective but it was not the thin edge of the wedge. "It is a sensible means of achieving savings that can be used to develop other areas of the Health Service."

The committee that is to be set up to review the content of the blacklist and to consider the inclusion of new brands would be charged with producing specifications for non-proprietary drugs on the list that so far exist only as brands, he said. This would enable companies to know in advance of development that such drugs would be acceptable.

The Government had allowed some brands on to the white list as a holding operation, Mr Wardle said. The Government hoped that in two to three years, it would be possible to meet all clinical needs in the various categories using non-proprietary medicines. "This is to achieve maximum economy. It is not out of some irrational aversion to brand names." The effect would be to introduce competition for market share.

Mr Wardle said it was not reasonable to expect the NHS to provide a continuing market for all the products of all manufacturers.

Discussions would soon be starting on the Pharmaceutical Price Regulation Scheme, Mr Wardle said, to examine further the relationship between the Government and industry — the role of the DHSS as both sponsor and customer of that industry. "There is a need for a balance to achieve the best patient care."

Ways forward for industry

David Taylor of the ABPI looked at some of the ways forward for the industry in the wake of the list.

Both Government and industry had a common objective in pursuing the interests of consumers as efficiently as possible. This involved the provision of today's medicines in a way that ensured 'value for money', and the maintenance of a system which facilitates further pharmaceutical discovery in areas where current treatments are inadequate.

Internal industry changes that might benefit the consumer would be an increased commitment to health care, the

"professionalisation" of public affairs, adjustment of promotional activity and a concentration on such things as biotechnological production.

External changes might include OP dispensing with more patient information, new forms of price/profit control, separation of the research funding from the medicine supply process and restoration of patent protection. Generic substitution could be something for the future but it would destroy the research based pharmaceutical industry if introduced now.

The industry should show due sensitivity towards the practical requirements of politicians, while defending the vital long-term interests of the community in the processes of medicine supply and innovation.

THE NEW AGE OF PRESCRIBING

The Implications of the New LIMITED LIST of NHS Drugs for Doctors, the Pharmaceutical Industry and Patients after the 1st April 1985.

Labour MP pays ABPI compliment

Mr Kevin McNamara, the Labour chairman of the All-party Group for the Pharmaceutical Industry, told the seminar the ABPI had done a reasonable job in limiting the potential damage caused by the Government's limited list.

It was not surprising the industry had been caught unawares by the announcement, given that the Minister had disavowed a limited list policy only the year before at the ABPI dinner.

But there had been problems with individual firms. He referred to the Roche letter as "an own-goal, one of perhaps a hat-trick scored by the industry"; of the lateness of some firms of getting involved in PR and the difficulty the ABPI had had in making them pull together, and of the handicap presented by the "poacher turned gamekeeper," Dr John Griffin.

Industry had had two problems with lobbying. The first was that it was near impossible to get a Government with a very large majority to change its mind after a policy announcement. The second was that very few firms had built up good working relationships with their MPs before the November edict — there was no time to do it in a crisis.

It was also true that both the public and many MPs had a real suspicion of the pharmaceutical industry and thought it made vast profits out of the health service.

In that climate, because very few companies had produced firm evidence to show that jobs would be lost because of the list, or that specific plants would be shut down and research projects halted, industry complaints had lacked weight.

But he said the Government had failed to take proper account of the unsettling affect the list would have on the highly mobile trans-national companies. The climate for investment no longer existed. In three to four years time the evidence would be there for all to see.

List principle gets backing of pharmacologist

Backing for the principle behind the limited list came from clinical pharmacologist, Professor Paul Turner. "A motley assortment of inadequately assessed similar alternatives for symptomatic or non-specific treatments, is not a firm basis of income for all the research planned by the industry."

Professor Turner said we were on the brink of drug discoveries that would eclipse those of the past 20 years. Industry needed assurances about income before going ahead with such developments. "This will only come from better education of prescribing doctors in the assessment of the safe and effective use of specific drug treatments in an increasing number of therapeutic indications as industry breaks fresh ground, confident of an assured income on its investment from a realistically long patent life on its innovations."

Using the BNF as his yardstick to assess whether the limited list met all reasonable clinical needs, Professor Turner pointed out that the director of the Association of the British Pharmaceutical Industry had

been on the editorial board when the second 1984 BNF had been published. The BNF stated that good prescribing required careful consideration of the needs of patients and of individuals being treated. This resulted in limitations on the choice of drugs.

He said the advisory committee might have over-reacted by including too many alginates in the revised list.

Professor Turner did not think any laxatives recommended in the BNF had been left out of the white list, with a possible exception of sodium picosulphate.

All analgesic drugs shown to be effective in the treatment of mild to moderate pain were included, either as single products or in combinations.

However he thinks the review committee may need to consider the inclusion of effervescent preparations of aspirin, paracetamol or codeine, individually or in compounds.

The BNF says multivitamin compound preparations have no advantage over non-proprietary preparations given separately. "Perhaps the advisory committee over-reacted again to unfounded criticism."

Bearing in mind the fact that indiscriminate use of benzodiazepines, tranquillisers and sedatives had led to patients becoming dependent upon them, Professor Turner said the therapeutic needs of most patients could be met by the list.

blacklisted brand by its ingredients when there was no generic equivalent, but abuse of the system had led to yet more Regulations (June 1) and its closure.

Two benefits of the list had been an increased co-operation between doctor and pharmacist and an increase in counter prescribing by pharmacists.

Mr Smith had also seen a marked improvement in the quality of advertising to pharmacists in the Press as well as an increase in the number of industry seminars and post-graduate sessions.

The new contract was mentioned briefly by Mr Smith. He told the industry that because the number of pharmacies would decrease: "Those pharmacists who support you will be of even more value." If the number of pharmacies in well-served areas increased the legislation would have to be redrafted quickly, said Mr Smith.

And Mr Smith commended to the industry concepts in the pharmacists charter still to be included in the contract: OP dispensing; dose-related quantities, and limited prescribing periods with the triple prescription. "You cannot have an NHS where infinite demands are made on a finite sum of money."

Arbitrary NHS control slammed

"I hope the Government's foray into regulatory control will persuade it that there is more to be gained from a joint co-operative approach to the problems of providing a comprehensive NHS, than from imposing arbitrary control by Regulation."

This verdict on the limited list was given by Dr Michael Wilson, chairman of the General Medical Services Committee of the BMA. He said that a Government intent on deregulating the system had managed to impose three new sets of Regulations on the NHS in three months, as well as a review committee, possibly an appeals procedure and maybe Service Committee hearings for doctors.

Dr Wilson questioned the wisdom of the Government's latest "brand name substitution clarification" Regulations in making various pharmacopoeias, codexes and formularies the source of the non-proprietary names instead of the BNF. He said he doubted if any doctor in the country would have one of these tomes, let alone all four. He had been told it could not be the BNF because "we do not control the content of the BNF."

This Government had underestimated the belief of both the medical profession and the public in the NHS. "In my view politicians and free-thinkers of the future, who disregard that belief and expectation in the NHS, do so at their peril."

The BMA had been able to make the Government soft-pedal on their claim that the clinical freedom of doctors remained unimpaired, because they had access to blacklist drugs via the private script, when it had pointed out this meant a two-tier health service.

And to those critics who said the BMA should have negotiated on the content of the lists before they conceded the principle, Dr Wilson said: "If you had the misfortune to fall into the hands of cannibals would you have been prepared to discuss with the cannibal chief how you would like to be cooked, when you were trying to stop them cooking you at all?"

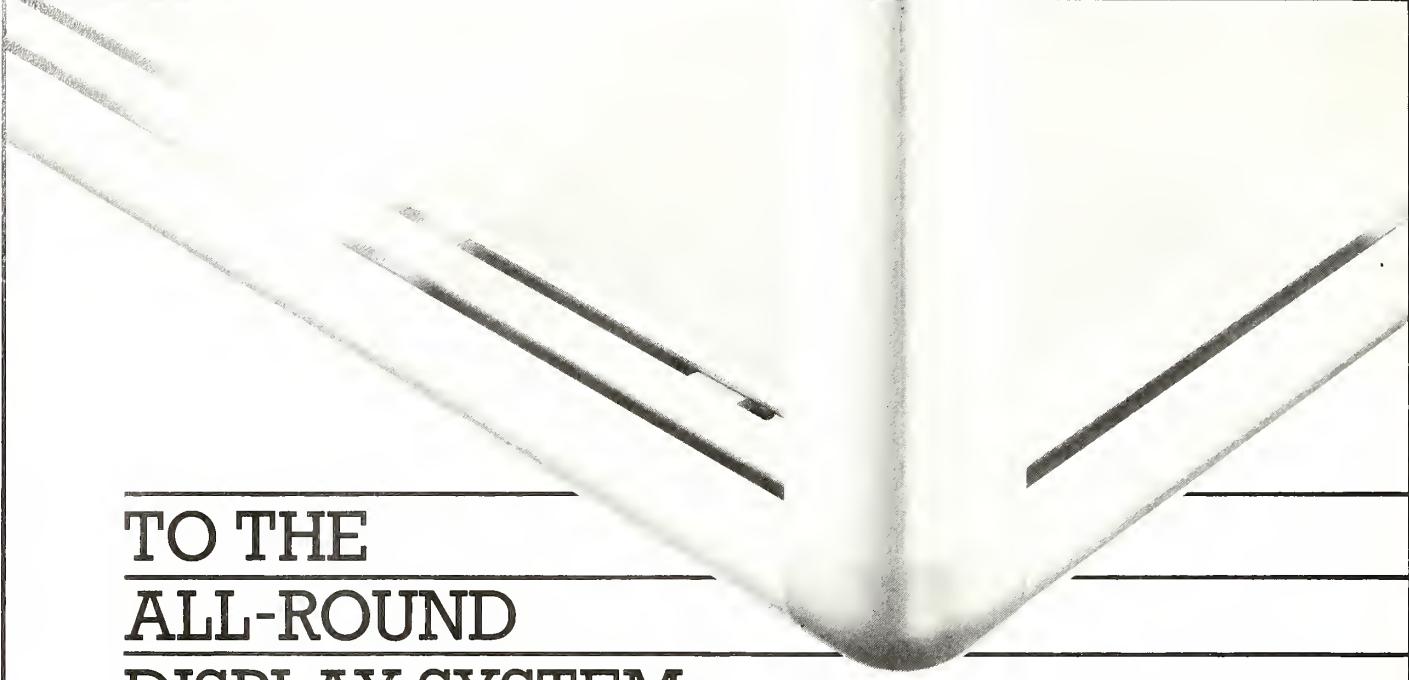
Dr Wilson said that what we had now was arbitrary control over NHS medical treatment and therefore interference in clinical freedom within the Health Service. However, the corollary of freedom was responsibility. Doctors, in fulfilling their prime responsibility to individual patients, must exercise responsibility in regard to the availability of resources."

List extensions made easier?

The proposed appeals procedure would make it much easier for the Government to expand the limited list therapeutic categories in the future." It will take away a lot of the argument for opposing extensions to the list," says PSNC's chief executive Alan Smith.

Mr Smith gave examples of two areas where the Government might expand the list. Particular treatments for certain skin complaints might be listed, especially as some hydrocortisone ointments and creams were going from POM to P. The other case was the 10 or 11 drugs with a price differential between the brand and generic of over 1,000 per cent — all were outside patent. Such enforced generic prescribing would bring a vast saving.

Mr Smith said he regards the limited list as the "Saga for shifting sands." The Government had left a loophole in the Regulations to allow prescription of a



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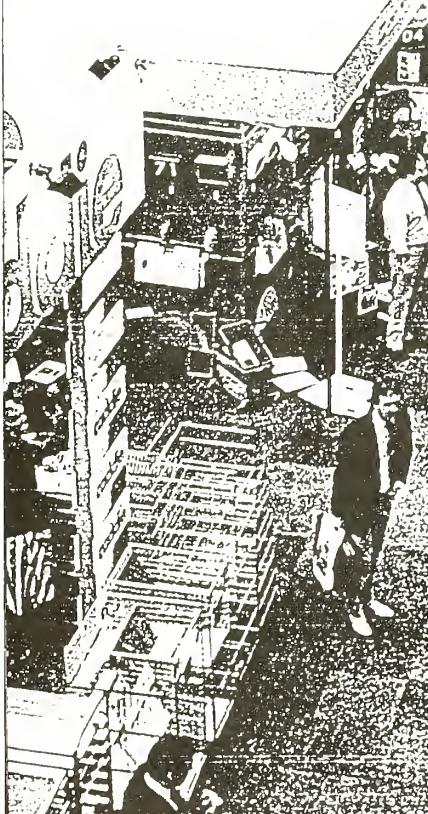
**SHOP
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**SHOPTEC
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Technology prominent at biggest- ever show

Shopex is 21 years old this week, and to mark the occasion the retail design exhibition has a number of new features. With around 250 exhibitors, this years Shopex is the largest-ever, and has special areas devoted to retail technology and merchandising.



V

isitors to Olympia between June 9 and 13 will find, in addition to over 250 exhibitors showing interior design finishes, retail design, security systems, cash registers and signs, the organisers, in conjunction with Spectra Services, are presenting a retail technology area — Shoptec.

Shoptec will cover specialised hardware systems for general merchandising, POS data collection, processing, accounting, invoicing and credit management, among others.

"The smaller retailer represents a significant untapped market for computerisation over the next decade," says Eric Foster of Spectra. "All retailers are discovering that computer systems applied to store operations produce tighter merchandise control."

Shopex is also the venue for a series of one-day seminars and conferences on such topics as "The future of retailing" and "Systems for the smaller retailer."

The Shopex Retailers Advice Forum will once again be on hand, with Customs & Excise, the Department of Trade, the Small Business Centre, the Institute of Professional Retailers and the Association of Independent Retailers doing the advising.

Also new this year is Shopextra — the profitable products show. This area has been set aside to accommodate manufacturers who want to show retailers special ways of merchandising and expanding product lines. Shopextra will cover such areas as video tapes, films, gift ranges and repair services.

The area will also house the National Window Display Competition and demonstrations of window and shop displays.

The major exhibit at this years show will be a CTN shop — "back again on an even larger scale" — with Contrast Shopfitting Displays doing the interior.

Shopex '85 will be officially opened on Monday June 10 at 12 noon by Sir Terence Conran, the founder of Habitat and chairman of the Habitat Mothercare Group.

Fittings and displays

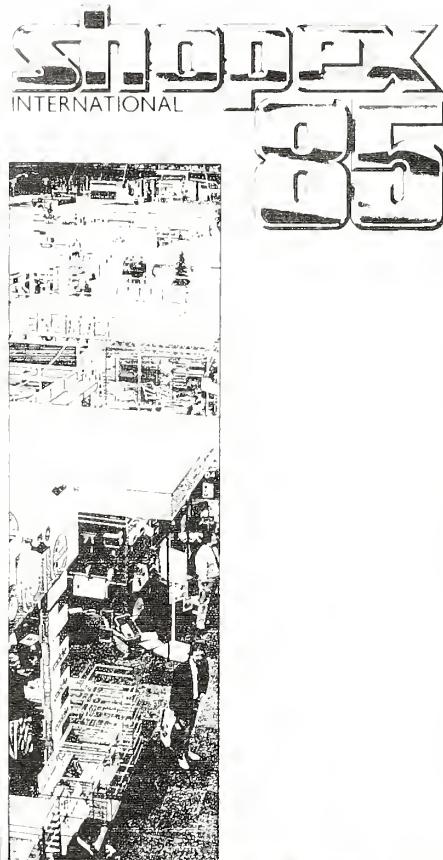
Quadro are launching their new product Quadro Display at Shopex.

Manufactured in high grade PVC and based on a simple tube and connector concept, Quadro Display has a patented locking device that only requires a 45 degree turn to secure the sections and joints together.

The system has a complete range of accessories including shelving and lighting, and is available in a range of eight colours, or can be coloured to a customers specification.

Quadro are marketing three introductory kits through design consultants

EXHIBITION PREVIEW



McNeill Associates. The kits contain assembly instructions for various designs but are primarily aimed at giving people an inexpensive, "hands-on" experience of the system, says the company. **Stand 215.**

RT Display Systems are launching their mini-Newline aluminium profiles range at Shopex. This addition to the Octanorm Newline range of counters, showcases and wall units is 20mm wide and is available in rounded and angular shapes. It is fully compatible with regular Newline, and has been designed to display smaller types of merchandise, say RT.

The Newline Octanorm System offers wide scope for individual display schemes, the company says — units can be supplied with hinged or sliding lockable glass doors, with illuminated glass shelves and with fascia boards, base cupboards and backing panels clad in a variety of materials. **Stand 306.**

Gingerbread Display are exhibiting Zero — a modular supporting structure that looks like stylish scaffolding and can be used for shopfitting or exhibitions.

Made of electro-soldered steel and varnished with epoxide powder, Zero is available in white, light grey, anthracite,

yellow and blue, with other colours to order.

Accessories include shelving, lighting, brochure holders and baskets. **Stand 206.**

Fairfield Displays have developed their Mobile Cables system extensively over the last year and will be showing many new accessories at Shopex.

The range consists of cables fixed between floor and ceiling with shelves and acrylic display accessories suspended from them.

Shelves are fully adjustable and use the full height of windows. They can be used to show posters or as hanging rails as well as display shelving. **Stand 421.**

Mailer Weber are going to introduce the new HMC shelving system at Shopex.

The company says it is one of the most developed shelving programmes on the market, and they offer a complete service from design to installation for the retailer, large or small.

Mailer Webber have been created to market the HMC system, with David Mailer, director of long established shopfitters and joiners, Mailer Shopfitters, joining forces with Trevor Webber, a system specialist. **Formwood Ltd** will be on stand 326 showing

SEE US
ON STAND 406
AT SHOPEX '85

ASK YOUR SPECIALIST—MYERS PHARMACIES YOU'LL BE TAKING GOOD ADVICE

We specialise in interiors for pharmacies and dispensaries using attractive designs and quality materials.

We are aware that advertising is changing the role of Pharmacists—so we've changed our designs to match.

Our dispensaries are open plan, compact and efficient. Their image is professional. They convey a feeling of confidence to customers to firmly encourage close relations with Pharmacists.

Our retail displays are skillfully designed using a selected brand of modern materials and finishes. Shopping is pleasant and enjoyable for customers and business is comfortable and profitable for Pharmacists.

This powerful combination of professional dispensary and skillful display is the hallmark of successful pharmacies and the path to sustained growth.



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229 Green Lane,
Ilford, Essex IG1 1XR.
Tel: 01-590 3575



The HMC system from Mailer Webber

Screenprint open cell lattice-work screens, the successor to their highly successful Screenplay range.

Screenplan will be the only system on the market that is available in flat pack kit form, which has obvious benefits as well as keeping costs down, say Formwood.

The screens, available with a choice of lattice-work apertures — 50mm or 115mm — all come with beechwood frames to give a rigid and durable screen. A range of connectors allow them to be joined at angles or in straight lines and metal adjustable glides enable the screens to be levelled on uneven surfaces.

Delivery of Screenplan is free of charge anywhere within the UK mainland, and all screens carry the Design Centre label.

The best of the rest

Hallons celebrating 60 years of successful trading, will be showing a cross-section of their range of promotional products, including raw materials, price tickets, labels, windowposters (sale, special offer, etc), hanging signs, ticket clips and stands, lettering, suspension aids, bunting and policy signs.

The 1985 Christmas range will be on show including chandeliers, wall stars, curtains, tinsels and trees plus several other new designs. Details of a new promotional idea for retailers will also be available.

Gretton Giftwrap will be showing their

latest ribbon and gift paper designs and featuring a colourful new range of gift boxes, which are also ideal for display. Stand 634. London based B. Brown (Holborn) are parading the results of exclusive continental arrangements that will extend their range of over 900 display fabric colours from stock.

One, with the West German company Jackel, enables the firm to offer designer ranges of co-ordinated fabrics, wallcoverings and PVCs.

Another, negotiated with another West German company, Meier, will provide a comprehensive prop service from seasonally designed stock ranges or to custom order ranging from complete window settings to POS material. Stand 502.

Thorn EMI, another big name at Shopex for the first time, have two lighting systems on display Stand 202.

First is the Lightstream range of miniature low voltage (12v) tungsten halogen lamps and associated fittings, aimed at the display lighting market. The performance of Lightstream lamps compares with traditional reflector lamps of two or three times the wattage, say Thorn. A

modisplay

SHOP FITTINGS STRAIGHT OFF THE SHELF

Our complete service from store design,
planning, manufacture and
installation delivers your goods to
your customers efficiently

Modisplay for the total shop fitting service. With over 20 years' experience in store planning, Modisplay's approach to store fitting gives you the low cost of mass-produced basic units coupled with the individual requirements of your particular shop or store.

We design your individual requirements, manufacture the units in our own factory, and install with our own fitters.

You will not be disappointed with the service.



Company

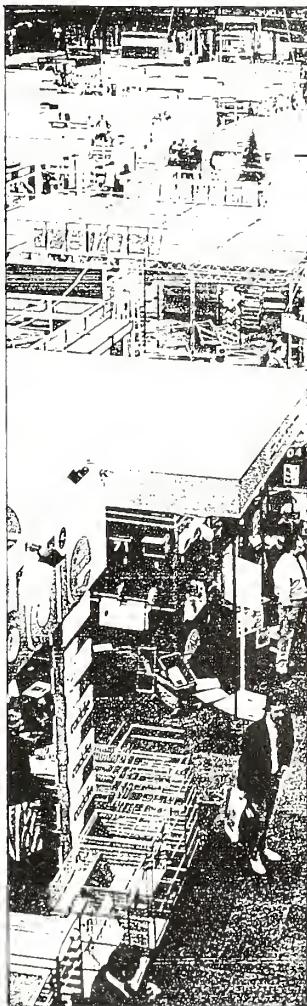
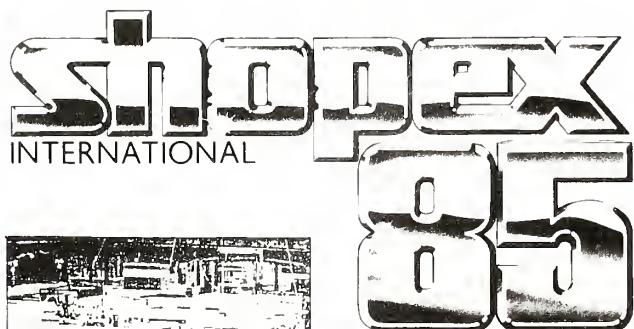
Address

Name
Tel

C0885

Modisplay (Shopfittings) Ltd.,
Lockfield Avenue,
Enfield, Middlesex EN3 7QE
Tel: 01-805 6240

EXHIBITION PREVIEW



dichroic coating on the mirror allows heat to pass through, giving a "cool" beam of light.

Fittings include low and mains volt spotlights and track, downlights and an adaptor designed to convert mains volt downlights over to low volt tungsten halogen.

Also on show, the energy saving 16w and 28w 2D lamps which have proved a best seller, with a selection of versatile fittings — covering a wide spectrum of indoor and outdoor applications. A range of striking colours is available.

Monsanto suppliers to the industry of the toughener in laminated glass, are at Shopex for the first time to advise retailers on how to help make their premises more secure.

Visitors to stand 171 will be able to see a video showing the different types of laminated glass and the recommended configurations for use in particular situations.

Demonstrations will take place on the stand throughout each day, dramatically showing the effect of a heavy blow on different types of glass. Samples of varying thicknesses of laminated glass will also be on the stand and experts both from Monsanto and their laminator customers will be available to help with any queries.

Anglia Signs of Norwich will be showing examples of the company's range of shop signs and fittings on stand 10. The company

has developed a particular expertise in using the latest vacuum-forming techniques to develop a range of three-dimensional, high impact-resistant sign panels and lettering.

A selection of flat and built-up cast and engraved signs will be presented, along with illuminated and non-illuminated units.

Information on all aspects of the company's national and regional services including surveys, design, planning, production, installation and maintenance, will also be available.

Air Control UK, designers and installers of air conditioning systems, are combining with Airedale International, British manufacturers of air conditioning and heat pump equipment in a display on Stand 532.

Engineers from Air Control and Airedale will be available on the stand to offer advice on all air conditioning problems encountered in shopping areas.

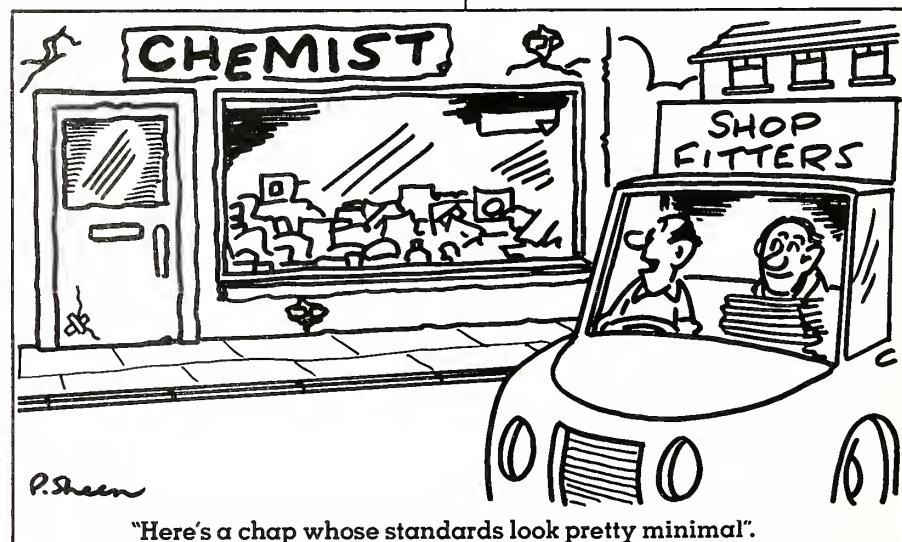
The Airedale equipment on display includes reverse cycle air conditioning equipment said to reduce the running costs of heating substantially.

Electronic Cash Registers, exhibiting at Shopex for the 7th successive year, are showing their new range of "computer compatible" cash registers, Omron terminals RS25 and RS81.

These free-standing units have master/slave communications, PLU's from 300 to 30,000, scanning, and as many as 34 different management reports. A capability for future upgrading is a special feature.

ECR are working with leading software houses around the UK to offer a total package where required. Stand 530.

Bleep 2000 have developed a package to connect Casio cash registers to a microcomputer, providing sales information, stock control, sales comparisons, price tickets, VAT analysis, among others.



Showrax-a treatment recommended for pharmacists.



As a qualified Pharmacist you will recognise the importance of a professional approach to all aspects of your business. Pressures outside your control have made it difficult to secure an adequate return from N.H.S. prescription income alone, but having a dispensary does give you a unique advantage - it draws people into your shop.

The real opportunity for improving your business lies in the retail sales area, and when considering modernisation it is important to talk to a shopfitting company who can apply a high level of professionalism to store layout, traffic flow and merchandise presentation. We can also, of course, re-plan your dispensary.

Showrax pharmaceutic shop-fittings are recommended by some of the most influential names in pharmacy retailing, e.g. Macarthy's, Numark and Unichem, and our national network of local consultants have the expertise to advise you on all aspects of modernisation.

Our leasing plan will also demonstrate how shop improvements can be financed without the requirement for capital. It enables you to pay for the use of the equipment as you benefit from it.



For more information on the Showrax treatment - fill in the coupon...



Please let me have more details and copies of your free brochures.

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Name _____

Name of Shop _____

Address of Shop _____

Tel _____



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SHOWRAX

Quicker private script pricing by algorithm

Robert Gartside, a Llanberis pharmacist, examines the logic behind the Society's pricing cards, and offers his own computerised solution.

The new Pharmaceutical Society pricing cards at first sight appear formidable, and the method of constructing the tables is not immediately apparent. It appears that in some way the "dispensing fee" lessens as the cost of the drug increases. An important clue might be the recommendation that 50 per cent on-cost, with no dispensing fee, should be used when the cost of the drug exceeds a retail price of £5.50.

With this in mind a short analysis program (program 1) was drawn up, which started by calculating for each price range the median cost value, added 50 per cent on to this and subtracted the result from the recommended price to the public, thus arriving at the "dispensing fee". One immediate surprise was the negative "dispensing fee" for prescriptions with an ingredient cost between £2.90 and £3.19. Another was the discrepancies at various cost values (see table 1).

These results were then examined by a regression analysis program (C&D April 7,

1984 p670). Plotting "dispensing fees" against ingredient cost resulted in an incontrovertible straight line (goodness of fit >0.98), with a starting value for the "dispensing fee" of £1.02 and a slope of -0.348. One or two anomalous values stopped the "goodness of fit" figure being the theoretically correct value of 1.00 for a perfect fit.

It seems far more likely that the originators of this pricing scheme had in mind a basic dispensing fee of £1.00 diminished by one third of the ingredient cost, and it is on this basis that the pricing algorithm has been drawn up. Briefly, this algorithm calculates the cost price from the quantity and price per full pack and adds 50 per cent. If the cost price is above £3.00 the 10p is added for the cost of a container and the result is the price to the public. If the cost price is below £3.00 then the dispensing fee is added in addition to find the price to the public. This dispensing fee is £1.00 minus one third of the ingredient cost price.

This algorithm was used to write program 2 in BBC Basic, which is intended to be tacked on to an existing labelling program, being called when needed by some simple entry which will call "PROCcalc." My own program is arranged to call this procedure if "COST" is entered as the product name but other possibilities will

suggest themselves. The instruction "GOTO 330" is included at line 5790 precisely so I can call the procedure from other points in the labelling program and after pricing wish to return to the start of the main program.

To ensure that any private discounts on the "official" price are not excessive the program also calculates approximately what the NHS would pay for the same prescription using an on-cost of 12.5 per cent, no discount, and a dispensing fee of 60p.

On test this program produces figures within 2p of those given by the Pharmaceutical Society pricing charts but is far quicker to use. Being added to the main labelling program, there is no way it can be lost or mislaid.

Table 1: Analysis of new dispensing fees

COST RANGE	MEDIAN COST	DISPENSING PRICE	DISPENSING FEE
0-6	3	105	100.5
6-12	9	112	98.5
12-17	14.5	119	97.25
18-23	20.5	126	95.25
24-29	26.5	131	91.25
30-35	32.5	140	91.25
35-41	38	146	89
41-46	43.5	153	87.75
47-52	49.5	159	84.75
53-58	55.5	166	82.75
59-70	64.5	177	80.25
70-81	75.5	189	75.75
82-93	87.5	203	71.75
93-104	98.5	216	68.25
105-116	110.5	230	64.25
117-128	122.5	243	59.25
128-139	133.5	256	55.75
140-151	145.5	270	51.75
151-162	156.5	283	48.25
163-174	168.5	296	43.25
175-186	180.5	310	39.25
186-197	191.5	323	35.75
198-209	203.5	337	31.75
209-220	214.5	349	27.25
221-232	226.5	363	23.25
232-243	237.5	376	19.75
244-255	249.5	389	14.75
256-267	261.5	403	10.75
267-278	272.5	416	7.25
279-290	284.5	430	3.25
290-301	295.5	442	-1.25
302-313	307.5	456	-5.25
314-319	316.5	467	-7.75

```

10REM DISPENSING FEE ANALYSIS
20VDU12
30PRINT"ANALYSIS OF NEW DISPENSING FEES"
40PRINT"/" "COST", "MEDIAN", "DISPENSING", "DISPENSING"
50PRINT"RANGE", "COST", "PRICE", "FEE"
60VDU12
70FOR A=1 TO 33
80INPUT"LOW COST", A
90INPUT"HIGH COST", B
100INPUT"DISPENSING PRICE", D
110C=(A+B)/2
120E=D-(C>0.5)
130VDU12
140PRINT:A;"--";B,C,D,E
150VDU12
160NEXT

```

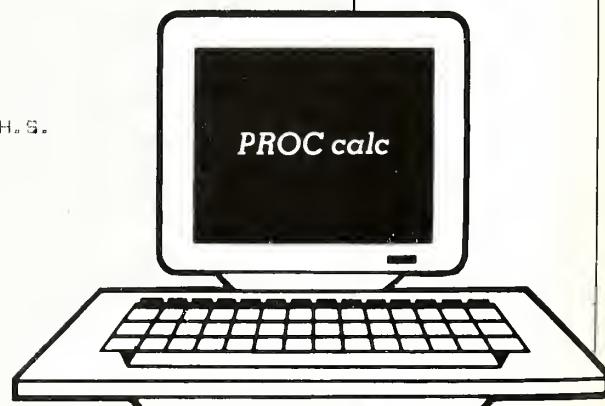
Program 1

Program 2

```

5600DEF PROCcalc
5640 @%=&2020A
5650CLS:PRINT" PRIVATE PRESCRIPTION COSTING ""BY
THE PHARMACEUTICAL SOCIETY'S METHOD"" AND BY THE N.H.S.
METHOD":INPUT"QUANTITY",QD
5660 PRINT
5670INPUT"PACK SIZE",PF
5680 PRINT
5690INPUT"COST OF PACK",WP
5700 PRINT
5710 CP=(WP/PF)*100
5720 HP=CP+(CP*0.125)+0.60+0.038
5730IF CP<2.995 GOTO 5740 ELSE 5760
5740SP=CP*1.5+0.1:GOTO 5760
5750 SP=CP*1.5+0.1+(1-(CP/3))
5760PRINT"SELLING PRICE "SP" BY PHARM. SOC."
5770PRINT"SELLING PRICE "HP" BY N.H.S. ""PLUS VAT IF OTC SALE"
5780PRINT" HIT ANY KEY TO RETURN TO LABELLING"
5790 X=INKEY 15000:GOTO 330
5800ENDPROC

```



Final approval for £4m Unibond scheme

Unichem's recent annual meeting gave formal approval to the Unibond scheme, and allocated £4m from reserves to make it possible.

Unibond will be a platform for the company's future development, outgoing chairman Norman Sampson told the meeting.

1984 had been a year of consolidation, he went on. "In 1985 we added Unibond to further strengthen the loyalty between Unichem and its members".

Rebates of 2 per cent on qualifying purchases, plus 1.5 per cent on business going through Unichem's Prosper and Pride computer systems were also approved.



Outgoing chairman Norman Sampson addresses the meeting

Sunday trading fight goes on

Shopworkers' union USDAW and the churches have pledged their continued opposition to removal of restrictions on Sunday trading.

Last week MPs voted by a majority of 120 to accept the Auld Committee's report that all restrictions be swept away. Government legislation is expected to follow at the end of the year.

USDAW has launched a fighting fund, and is asking for donations from the union's 1,100 branches. The money raised will be used to set up a nationwide

campaign to convince the public and MPs of all parties that the anomalies of the 1950 Shops Act can be overcome without creating a complete free for all.

The union will also be campaigning against any reduction in the powers of wages councils.

The British Council of Churches and the Free Church Federal Council has just met with MPs to argue against the Commons' decision.

They argue the Committee failed to substantiate its case for radical change. The church groups accept that the existing Act needs some amendment, but "without radically changing the principle that most shops will close on Sundays". Legislation should not create a plateau, making all days the same.

Ciba-Geigy join Corning Glass

Ciba-Geigy and Corning Glass are to form a new company for laboratory diagnostics.

The 50-50 owned company, Ciba Corning Diagnostics Corp, has been given approval by the boards of both companies and is expected to be operational by mid-Summer.

Ciba-Geigy, who have been exploring ways to enter the diagnostics business for some time, will provide access to their research capability and an unspecified amount of cash.

Corning will contribute their present laboratory diagnostics business which has annual sales of about \$160 million and operates under the Corning Medical and Gilford names.

While the new company will conduct its own independent research, development and marketing programmes, it will also draw on the resources of both parents.

Ciba-Geigy are offering fundamental research and Corning furnishing, among other things, marketing experience through Metpath Inc, which will remain a wholly-owned diagnostic service subsidiary of Corning.

Management will be supplied by Corning's present diagnostics business management. E. Martin Gibson will serve as chief executive officer and continue in his present position as president of Corning's health and science group.

Diagnostics co for Unilever

Unilever have set up a new diagnostics company, Unipath Ltd, based in Bedford.

The company's first OTC product, Clearblue home pregnancy test, is launched this week (p1135).

Specialising in monoclonal and polyclonal technology, Unipath market a wide range of monoclonal antibodies, including cancer markers, and distribute licensed reagents from manufacturers overseas.

The company has been busy building links with academic and clinical centres such as the Imperial Cancer Research Fund.

Future plans include development of a range of diagnostics available to GPs, and expansion overseas.

Bill set to curb 'phoenix' bosses

The Government is to tighten up its Insolvency Bill to prevent unscrupulous directors from repeatedly going bankrupt and starting new companies.

A new set of guidelines to the Bill advises courts involved in winding up insolvent companies to take account of how often a director has already been involved with bankrupt companies. Having done this, they may decide to disqualify him from running a business in future.

Directors found unfit to run a company in this way would face a ban of between two and 15 years.

Bryan Goulding, Labour's spokesman on the Bill says he is "delighted" at the changes, "One of the main targets of the Bill is the phoenix syndrome — the rogue director who changed the company name and starts again" he says.

Canada to ease patents law?

An official commission of inquiry in Canada is recommending changes to the country's drug licensing system, according to the *Financial Times*.

Compulsory licensing, introduced by the Canadian Government in 1969 in an attempt to keep drug prices down, allows local manufacturers to produce patented drugs under generic names long before patents expire.

The commission, led by Toronto



Bayer UK's consumer products division have just sponsored a day's racing at Doncaster to raise money for the British Diabetic Association. Five of the day's races were named after the division's products: the Limmits Handicap, Alka-Seltzer Spring Handicap, Sionon Selling Sweepstakes, Natrena Maiden Sweepstakes and Vita Fiber Maiden Auction. Chief executive Hans Van Elsen and his wife presented the trophy to the winning owner in the Alka-Seltzer race

economist Professor Harry Eastman, recommends the basic system be retained, but with two important concessions.

Firstly, the royalty paid by generic manufacturers to patent holders should be raised from 4 per cent to 14 per cent. Secondly, they suggest the original patent holder be given exclusive marketing rights for four years after their drug is approved for sale.

OTC sales monitor service

Market research group Taylor Nelson are piloting a new service to monitor OTC sales in pharmacies in the eight areas affected by the limited list.

A pilot study has been run in 100 shops. The service will go fully operational in July with a national sample of 300 pharmacies.

For the pilot study clients will be asked to pay £500 for one therapeutic class, and £1,000 for all eight.

An annual subscription for one therapeutic class will be around £7,000, but Taylor Nelson say they are prepared to discuss individual requirements and customise a package.

Regional data, including that for Northern Ireland, will be available after six months when adequate information has been built up.

The index will provide data on the following, say Taylor Nelson:-

- The level of OTC purchase
- The influence of the pharmacist and GP recommendation on OTC purchase
- Whether the product is a repeat purchase and/or a response to advertising campaigns
- The age and sex of the purchaser and that for whom the medicine is bought
- The number of pharmacies in stock
- The influence of the sales representative

Pharmacists will be asked to monitor sales as they do presently for the Scriptcount service. Customers will be asked to complete a brief questionnaire to provide the consumer information. *Taylor Nelson Medical, 457 Kingston Road, Ewell, Epsom, Surrey KT19 0DH.*

WEST' CHEM'85 Bristol June 16-17 1985

The West & Wales Retail Chemists Exhibition

EXHIBITION CENTRE - BRISTOL 11am to 7pm June 16-17 1985

Chemists and allied retailers can apply for free tickets from:

TRADES EXHIBITIONS LTD Exhibition House, Spring Street, London W2 3RB. Tel: 01-262 2886. Telex: 25271 (Kenwod) G. Trafairs.

Consumer spending boom continues

Despite the financial turbulence and high interest rates dominating Britain's economy earlier this year, mid-1985 is seeing a mood of optimism backed by encouraging evidence from recent official statistics. Indeed, the only jolt to the Government's financial strategy has been the latest headline-grabbing news on inflation.

Business activity is reported to be growing at an underlying rate of about 3 per cent a year, and the latest CBI survey of the manufacturing industry suggests a continued rise in output and exports, at least until mid-Summer. The consensus view of City analysts is that the economy could grow by as much as 4 per cent this year, the best performance since 1973.

In spite of poor Spring weather and the rise in mortgage rates, the high-street spending spree continued apace in April. Provisional figures from the Department of Trade and Industry show that the volume of retail sales rose to a level bettered only by December's Christmas boom. In the three months February to April, the level of sales was 4 per cent higher than in the same period last year.

The value of chemists' sales (excluding NHS receipts) in March was 19 per cent higher than in the same month last year, the largest year-on-year increase for over two years.

The surge in consumer spending is at last beginning to bring substantially higher orders for suppliers, according to the latest CBI/FT survey of the distributive trades. The survey indicates that the outlook for traders over the next few months remains healthy.

Meanwhile, import price rises and the increase in the mortgage interest rate were largely responsible for the jump in the rate of inflation in April to 6.9 per cent, the highest since September 1982. Most pundits agree that a fall is likely after the Summer, but that the interim months could see the rate climbing to well above 7 per cent. In the longer term, the continuing underlying 7.5 per cent annual rate of increase in average earnings seems unlikely to allow a return to the Treasury's forecast 5 per cent inflation by the end of the year.

The retail price index for medicines and toiletries moved ahead sharply in April to 390.4 (1974 = 100), to give an annual rate of 8.1 per cent, the highest since March 1983.

In one respect, however, inflationary

pressures eased in April, when the prices paid by manufacturers for fuel and raw materials fell by 2.5 per cent compared with the level for March, giving a year-on-year increase of only 6 per cent. This compares with April-to-April cost increases of 8.1 per cent for manufacturers of pharmaceutical products and 8.4 per cent for the toiletries sector. The index of producers' selling prices for these

industries was up only 7.0 and 0.9 per cent respectively over the same period.

Output of pharmaceutical products showed substantial growth of 12.6 per cent between the first quarters of 1984 and 1985, with a sharp increase of 5.4 per cent during the first three months of this year. Production of perfumes, cosmetics and toilet preparations rose only 3.7 per cent over the same yearly period, falling by 5.7 per cent during the first quarter of 1985.

Both imports and exports of toiletries showed substantial year-on-year increases of 28.1 and 27.1 per cent respectively between the fourth quarters of 1983 and 1984, while manufacturers' sales rose by 18.9 per cent.

According to the Chemical Industries Association, growth in the chemicals industry as a whole is expected to continue in 1985, albeit at a more moderate rate than that recorded in 1984. Slower output and trade growth are predicted as demand slackens and competitive pressure increases.

Business Statistics

Prices and costs

	Latest data		Previous data		% change on year
Retail prices (January 1974 = 100):					
all items	Apr	373.9	Mar	366.1	6.9
medicines, surgical goods, toiletries	Apr	390.4	Mar	383.7	8.1
Producer prices (1980 = 100):					
manufacturing industry	Apr	139.0	Mar	137.5	5.5
chemical industry	Apr	131.1	Mar	130.1	5.5
pharmaceutical products	Apr	136.7	Mar	135.8	7.0
toilet preparations for men	Apr	145.5	Mar	145.5	9.6
other toilet preparations	Apr	130.2	Mar	130.1	0.9
surgical dressings	Apr	150.3	Mar	147.7	9.0
photographic materials and chemicals	Apr	135.3	Mar	134.7	9.7
Average earnings* (January 1980 = 100):					
distribution and repairs	Feb	159.7	Jan	159.6	7.7
chemicals and man-made fibres	Feb	170.7	Jan	170.8	8.0

Output

Manufacturers' sales* (current prices) £ thous:					
pharmaceutical preparations	4th qtr	581,855	3rd qtr	519,960	8.4
pharmaceutical foods and food additives	4th qtr	11,431	3rd qtr	11,864	63.7
pharmaceutical chemicals	4th qtr	118,163	3rd qtr	108,520	39.9
perfumes, cosmetics and toilet preparations	4th qtr	310,600	3rd qtr	278,200	18.9
Exports* (current prices) £ thous:					
pharmaceutical chemicals and preparations	4th qtr	330,777	3rd qtr	270,746	26.8
perfumes, cosmetics and toilet preparations	4th qtr	85,330	3rd qtr	71,174	27.1
Imports* (current prices) £ thous:					
pharmaceutical chemicals and preparations	4th qtr	141,388	3rd qtr	142,755	12.7
perfumes, cosmetics and toilet preparations	4th qtr	41,392	3rd qtr	44,480	28.1

Sales

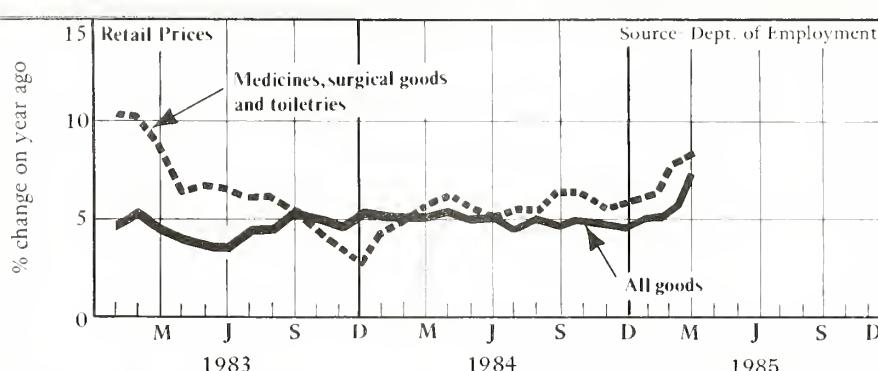
Consumers' expenditure (1980 prices) £ billion	1st qtr	36.6	4th qtr	36.6	1.8
Retail sales* (value) per week (1980 = 100):					
all retail businesses	Mar	136.5	Feb	130.2	10.3
chemists	Mar	165.0	Feb	155.0	19

Business conditions indicators

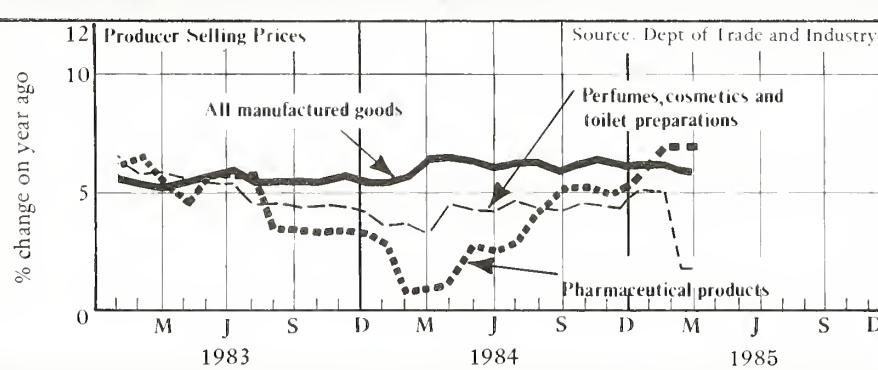
Average earnings index (1980 = 100)	Mar	168.4	Feb	166.5	9.1
Capital expenditure (1980 prices) £m:					
distribution	4th qtr	973	3rd qtr	971	5.8
Stock changes (1980 prices) £m:					
wholesaling	1st qtr	-49	4th qtr	-67	—
retailing	1st qtr	-2	4th qtr	397	—
Unemployment (UK) per cent	Mar	13.5	Feb	13.7	4.0
Live births (England, Wales and Scotland)	Mar	69,271	Feb	54,981	5.2
	(5 weeks)		(4 weeks)		

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry, HM Customs & Excise, OPCS.
All figures seasonally adjusted except where marked*

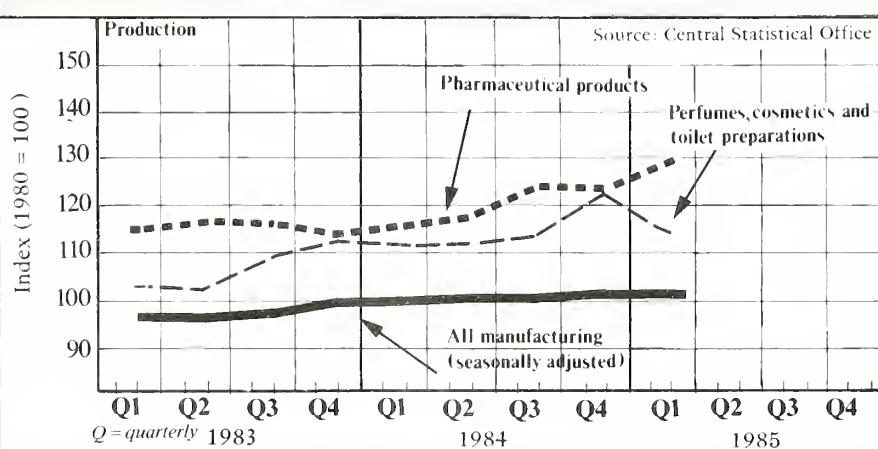
Medicines and toiletries increases climb



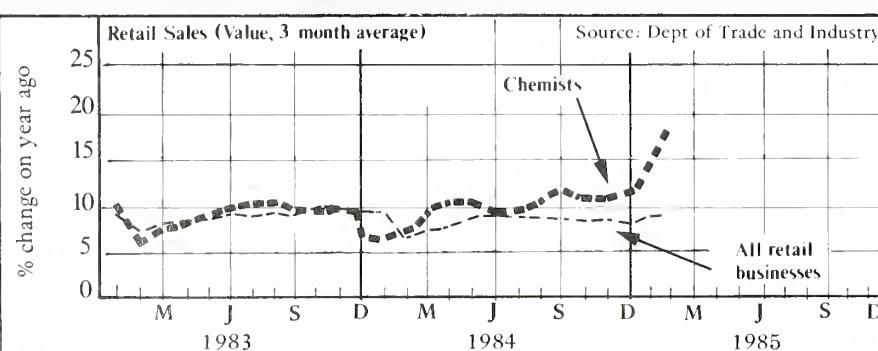
Toiletries wholesale rises decline



Pharmaceutical output maintains strength



Retail chemists' sales still buoyant



Advance information

British Diabetic Association. Wellcome Foundation, Euston Road, London, at 6.15pm on July 11 Fully paid up members welcome.

Industrial Pharmacists Group. Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN, June 12, at 10am. Meeting on "Original pack and unit dose dispensing" £15 for members, £30 for non-members. Registration forms by June 5 to R.E. Marshall at the above address.

Essex Pharmaceutical Contractors Committee. Boots staff canteen, 43 High Chelmer, Chelmsford, June 19 at 7.30pm. Stephen Axon, Secretary, Pharmaceutical Services Negotiating Committee chairman, on "New contract proposals."

Agricultural and Veterinary Pharmacists Group. Pharmaceutical Society, June 27. Visit to Ciba-Geigy, Whittleford, Cambridge. Applications by June 10 to RE Marshall, Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN.

Scottish Commercial Interiors and Shopfitting Exhibition. Scottish Exhibition Centre, Glasgow, September 8-11. Sales Inquiries Nicola West, AGB Westwards, (tel 01-868 4499).

75th Frankfurt International Fair — Autumn Fair '85. August 24-28, incorporates toiletries, perfumery and hairdressers' accessories trade fair, Inquiries Julia Langen, Benndorf, Messe Frankfurt GmbH, Ludwig-Erhard-Anlage 1, POB 97 01 26, D-6000 Frankfurt am Main, W. Germany (telex messe 411558).

United Kingdom Clinical Pharmacy Association. series of workshops on the theme "problem solving" Workshop 2 "The problem of time — how to manage it and oneself," October 7, at Queens Medical Centre, Nottingham; Workshop 3 "The problem of change — changing situations and attitudes," November 29, at Queens Medical Centre, Nottingham, and Workshop 4 "The problem of standard setting — setting objectives and standards," on January 31, 1986, at Derbyshire Royal Infirmary. Course fee £17 per workshop UKCPA member, £30 non-member. £60 UKCPA member if all four booked at same time, £100 non-member. Application forms from Mr A.M.S. Cullen, district pharmaceutical officer, Southern Derbyshire Royal Infirmary, London Road, Derby DE1 2QY (tel: 0332 47141 ext 322 or 323).

United Kingdom Clinical Pharmacy Association. Cumbria Grand Hotel, Grange-over-Sands, Cumbria, November 15-17, from 4pm Friday. Residential symposium on "Theory into Practice." Speakers Professor I.M. Stanley, Professor of General Practice, University of Liverpool, and Dr T.G. Booth, Senior Lecturer, School of Pharmacy, Bradford University. Registration fee £75 (members), £90 (non-members). Details from L.A. Goldberg, District Pharmaceutical Officer, Salford Health Authority, Peel House, Albert Street, Eccles, Manchester M30 0NQ.

Interflex Europe. Exhibition Halls, Zurich, November 26-29. International Exhibition & Conference for the pharmaceutical, cosmetics, toiletries, perfumery and allied industries. Details from Cahners Exhibitions Ltd, Chatsworth House, 59 London Road, Twickenham TW1 3SZ.

International Federation of Societies of Cosmetic Chemists. Libertas Hotel, Dubrovnik, Yugoslavia, October 7-8. "Cosmetic Science Update '85". A joint conference on "Biophysical and psychophysical assessment of the effects of cosmetics and their perception by consumers" and "Natural products in cosmetics". Fee is US\$200 per IFSCC member, US\$250 per non-member before July 1. After July 1 fees are US\$225 per IFSCC member, and US\$275 per non-member. Further information from IFSCC, Delaport House, 57 Guildford Street, Luton, Beds LU1 2NL.

Retail Management Development Programme. Cumberland Hotel, London, on June 25. Shop location analysis seminar. Fees are £165 plus VAT. Accommodation is available direct from the Cumberland Hotel. Information from Sue Campbell, RMDP, 61 Ship Street, Brighton, Sussex BN1 1AE (tel 0273 722687).

Retail Management Development Programme. Inn on the Park Hotel, London, June 26-27. A two-day conference on "New directions in merchandising" highlighting current thinking on merchandising policy. Fees are £285 plus VAT. Information from Sue Campbell, RMDP, 61 Ship Street, Brighton, Sussex BN1 1AE (tel 0273 722687).

12th National Drug Information Conference. University of Surrey, Guildford, September 19-20. The theme is "New technology — implications drug information". Details and application forms from Miss C. McKee, principal pharmacist, regional drug information service, Guildford Medical Centre, St Luke's Hospital, Warren Road, Guildford, Surrey GU1 3NT.

College of the Institute of Pharmacy Management International. East Sussex Education Centre, Corsica Hall, Seaford, East Sussex, England, September 15-20. Part 8 of the management development programme on "Security and stock control". The cost is £235 per member. Application to Peter Mumford, dept of service sector management, Brighton Polytechnic, Trevalin Towers, Gaudick Road, Eastbourne BN20 7SP (tel: Sealord 895726).

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Post to Classified Advertisements, Chemist & Druggist, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW. Telephone Tonbridge (0732) 364422. Telex 95132. Ring Paul Crouch ext 272 for further information	Publication date Every Saturday Headings All advertisements appear under appropriate headings. Copy date 4pm Tuesday prior to publication date. Cancellation deadline 5pm Monday prior to publication date.	Display / Semi Display £12.50 per single column centimetre, min 30mm. Column width 42mm. Whole Page £1100.00 (260mm x 180mm) Half Page £570.00 (125mm x 180mm) Quarter Page £320.00 (125mm x 88mm)	Box Numbers £2.50 extra Available on request. All rates subject to standard VAT.
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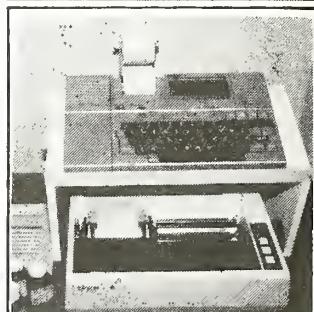
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Running in the rain

Why is Gulab Chauhan, MPS, standing in the pouring rain by the banks of the Seine with a medal round his neck?

Easy, he's just completed the Paris Marathon, and after 3 hours 32 minutes running in these conditions, he couldn't get much wetter anyway.

Gulab's time — achieved despite having recently torn a muscle in his leg — was the second best recorded by runners from his club, known as the Shropshire Shufflers. They hope to have raised around £200 for Cancer Research and the Shaun Humphries Appeal.

There were about 16,000 entries for the race, making it the world's third largest city marathon. The whole idea sounds in Seine to us.

Geoffrey Rose transplanted

Geoffrey Rose, MPS, director and general manager of De Vilbiss Health Care (UK), has been appointed vice chairman of Harrow District Health Authority, after serving on the Authority for four years.

Mr Rose graduated from Leicester School of Pharmacy in 1964 and has spent many years actively involved on the committee of the Brent Branch of the Pharmaceutical Society.

Before joining De Vilbiss four years ago, he worked for Janssen Pharmaceuticals, and then BOC Medishield.

In his present position he is actively involved in the changes about to be implemented making oxygen concentrators available via Family Practitioner Committees.

Mary Scott from Edinburgh, who is sponsored by Casilan, has won the Miss Figure title in the 1985 British Bodybuilding Championships and will now represent Britain in Rome against the rest of Europe. She is pictured with Linkie Wilson, from Nottingham, who won the Mr Britain title in the class sponsored by Casilan. He also goes forward to represent Britain in Rome



Gulab soaks up the Paris atmosphere.

Numark/Rennie golfing record

Numark/Rennie have received a record number of entries for the Numark Chemist National Golf Tournament for the Rennie Trophy. So many, in fact, that the regional heat at Rosemount in Scotland is over-subscribed.

In the event of any withdrawals at Rosemount, disappointed entrants will be offered the opportunity to compete, in the order applications were received.



New head for Northern HSSB

Dr Harry McGuigan, pro vice-chancellor of the University of Ulster, will be the chairman of the Northern Health and Social Services Board when Dr George Humphreys retires at the end of June.

Dr McGuigan was first appointed to the Board in October 1984. He has been vice-chairman of the Northern Ireland Training Council for Health and Social Services since 1982.

Announcing the appointment, Mr Chris Patten, the Parliamentary Under Secretary of State for Health and Social Services, paid tribute to the outgoing chairman.

"Dr George Humphreys has made a substantial contribution to the development of the health and personal social services in Northern Ireland," he said. "He has guided the Northern HSSB through a period of restructuring and has been instrumental in the introduction of a new hospital strategy for the Northern area. The skill and dedication he brought to his task as chairman will be sadly missed."

Postscript

New Zealand Pharmacy this month reports a shortage of rubber in Poland, which has led to condoms being rationed in that unhappy country.

What supplies are available, the journal points out, are *not* rationed on a "first come first served" basis.

APPOINTMENTS

Allen & Hanburys Ltd: Ann Hacker becomes marketing and sales director. Mrs Hacker was previously marketing planning manager.

Food Brokers Consultant & Marketing Services Ltd: Andrew Gibson has been appointed marketing manager working on TCP, Crookes Products and Mennen Speed stick. He joins the company from Johnson & Johnson.

Parfums Givenchy Ltd: Brian Theaker joins as area manager for north/central London and East Anglia. Mr Theaker was previously working in the soft drinks industry.

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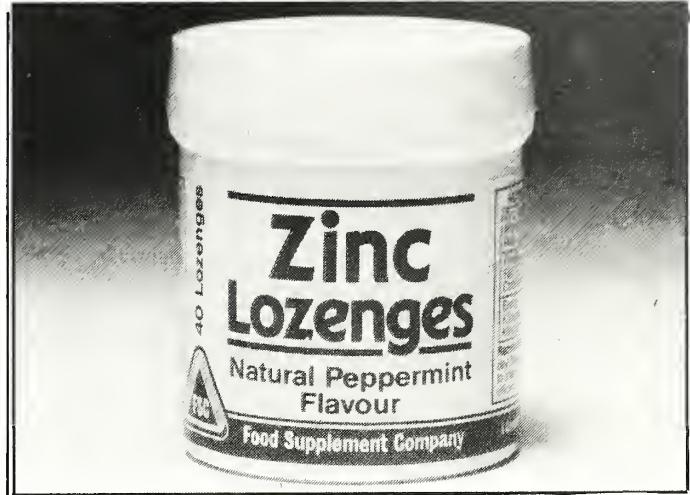
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ANNOUNCEMENT

The Christmas Beauty Fair 1985

NEW. Following the Brighton Bombing and a demand from buyers, the Show has moved to London's WEST END. Please note in your Diary NOW!

DATE: Sunday 7th July — Wednesday 10th July 1985.

TIMES: 10am — 9pm Daily. But 6pm Wednesday!

PLACE: The Mount Royal Hotel, Bryanston Street, Marble Arch, London W.1.
(200 yds from Marble Arch on the North side of Oxford Street).

N.B. We are open until 9pm Sunday, Monday & Tuesday ESPECIALLY for Chemists.

Exhibitors include:- Goya, Dean Warburg, Perfumery Marketing Associates, Norton Soaps, Sally Hanson, John O'Donnell, Vernon Powell, Franglere, Richards & Appleby, Tom Fields, Wassen International, Character Products, H. Bronnley & Co, Christina, Kingfisher Sales Co, A. Henry, Potter & Moore, Bergal, Beauty Basics, Bellair Cosmetics, Jatter Toiletries, Barry Mero, J&T Gorney, Woods of Windsor, Ramer Marketing, On-Pharm, Victor Mens Toiletries, Scottish Fine Soaps, Mary Chess, Aidees, Cosmoair, Heather House, Britannia, Loewenstein & Hecht. WHO is doing the Christmas Buying? WHO is discussing better Christmas displays and profitable promotions? You will get a smart start at the biggest Christmas Show for years.

EXHIBITION ORGANISER: Martin Cooper, 131 London Road, St Albans, Herts AL1 1TA.



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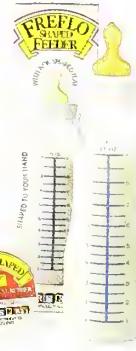
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